

Spring 1986

## RAIN: Resources for Building Community

ECO-NET

Let us know how access to this document benefits you.

Follow this and additional works at: [http://pdxscholar.library.pdx.edu/rain\\_japt](http://pdxscholar.library.pdx.edu/rain_japt)

---

### Recommended Citation

ECO-NET, "RAIN: Resources for Building Community" (1986). *RAIN: Journal of Appropriate Technologies*. Book 95.  
[http://pdxscholar.library.pdx.edu/rain\\_japt/95](http://pdxscholar.library.pdx.edu/rain_japt/95)

This Book is brought to you for free and open access. It has been accepted for inclusion in RAIN: Journal of Appropriate Technologies by an authorized administrator of PDXScholar. For more information, please contact [pdxscholar@pdx.edu](mailto:pdxscholar@pdx.edu).



# RAIN

Resources for Building Community

Investing in Community  
Energy Entrepreneurs  
Ecological Design

## Special Feature: The Other Japan



Spring 1986 (Now quarterly)

Volume XII, Number 2



## RAIN

Volume XII, Number 2  
Spring 1986

**Coordinating Editor**  
F. Lansing Scott

**Managing Editor**  
Ralph Coulson

**Contributing Editors**  
Steve Johnson  
Stephen Schneider

**Circulation Manager**  
Alan Locklear

**Intern**  
Julia May

**Contributors**  
Rob Baird  
Jeff Brown  
Verena Burkolter-Trachsel  
Donald J. Clark  
Carlotta Collette  
Madeline Dalrymple  
John Ferrell  
Margie Gardner  
Dan Hemenway  
Karin Herrmann  
Jenny Holmes  
Mimi Maduro  
Chuck Matthei  
Takeshi Murota  
Kris Nelson  
Michael Philips  
Jeff Strang  
Kirby White  
Shin Yoshida

**Graphic Design Consultant**  
Susan Applegate

**Printing:** Argus Printing

RAIN magazine publishes information that can help people make their communities and regions more self-reliant, and build a society that is more participatory, just, and ecologically sound.

RAIN is published quarterly by the Center for Urban Education. RAIN subscription and editorial offices are at 3116 N. Williams, Portland, OR 97227; 503/249-7218. Subscriptions are \$18/year (\$12 if you live on less than \$7500 a year). See page 39 for additional subscription information. Writers' guidelines are available for a SASE. RAIN is indexed in the Alternative Press Index.

Copyright © 1986 Center for Urban Education. No part may be reprinted without written permission. ISSN 0739-621x.

Cover illustration by Connie Cohen.

## RAINDROPS

### Change, Change, Change

Well, it's been almost five months since our last issue. Have you missed us? We hope you'll find this issue was worth waiting for. The reason for the delay is that we made several changes at the beginning of this year.

First, we decided to make RAIN a quarterly publication after all. This was a question we had been pondering for some time, and after weighing several considerations, we decided that a quarterly schedule made the most sense.

A quarterly schedule will give us more time to develop our national and regional contributor networks, and will also allow us to do more major feature sections like the section on Japan in this issue.

Financial constraints also played a part of our decision. Taking self-reliance to heart, RAIN is now operating on a zero-deficit budget for the first time in many years. The production and mailing costs of a quarterly are much less than a bi-monthly, even though we offer you the same number of pages per year.

Another major change is in our production process. RAIN is now completely computerized! This issue was typeset and laid out on an Apple Macintosh and LaserWriter by RAIN staff. No more farming out of our typesetting and graphic design and paste-up work. Although this meant extra hours and late nights on our part, it was nice to know that we could do it ourselves (and it was also nice to save typesetting and layout costs). Another step for self-reliance! There seems to be a good future in this kind of "desktop publishing," although at this stage of the game there are still many bugs to work out in the technology. Much of the layout process on this issue seemed unnecessarily clumsy and time-consuming.

Finally, we've had a change in our staffing configuration. Ralph Coulson's temporary, part-time stint as managing editor has come to an end (although he still graciously volunteered some time during the production crunch of this issue). So now our editorial staff consists of one full-time person—me—while Steve Johnson continues in his role as contributing editor for the Community Information Technology section, and in this issue, the Other Japan section. Additionally, CUE director Stephen Schneider has stepped in to take a greater role. He is picking up some of Raph's duties, and is making use

of his expertise in nonprofit management as contributing editor of a new feature—"Tools for Organizations."

I also want to introduce our new intern, Julia May. She came to RAIN in the midst of a career change. She had been designing integrated circuits with National Semiconductor in Silicon Valley. Now, at RAIN she spends long hours sitting on the other side of a computer screen from a bunch of integrated circuits. (You know how it is with circuits: "what goes around, comes around.") She has also been part of the reforestation brigades in Nicaragua, and was editor of *Labor Perspectives on Central America*. So she brings a wealth of useful and varied background to RAIN, and has been a hard worker, too. For all intents and purposes, she has functioned as co-editor for this issue. With interns like her, who needs staff!

I don't want to leave out volunteers from the staff picture, especially since we would like to encourage more of them. Jenny Holmes, a graduate in environmental science from The Evergreen State College, has been helping out around the office (and has written some reviews in this issue). Alan Locklear continues logging income as our volunteer circulation manager. He says he wishes he had more to keep himself busy, so please send him your early renewals, publication orders, and gift subscriptions right away! He would also like to explain how our shift to a quarterly will affect your subscription ... —FLS

### To All Subscribers

Regarding RAIN's new quarterly schedule, we want to assure all subscribers that in translating the remainder of your bimonthly subscription into a quarterly subscription, you'll get *at least* as many months of RAIN as you paid for, if not more. That is, if your subscription has one more issue (1/6 of a year), you'll get one quarterly RAIN (1/4 of a year); two more bimonthlies (1/3 of a year) translates to two quarterlies (1/2 of a year); three bimonthlies translates evenly to two quarterlies; four bimonthlies translates to three quarterlies, and so on. —AL



# RAIN Spring 1986

---

## SPECIAL FEATURE: The Other Japan

- 6 On the Far Side of the Big Lake—Steve Johnson
- 12 Citizen's Activities in Japan:
- 12 General Types of Citizen's Groups—Shin Yoshida
- 13 Yet, Watermills Are Alive: From Asakura to Yame—Takeshi Murota
- 15 Diet Politics: Farming in Japan—Steve Johnson
- 16 Women: Carriers of Citizen's Movements—Verena Burkolter-Trachsel
- 17 Internationalism: The Idea House—Shin Yoshida
- 18 A Sampling of Japanese Grassroots Organizations—compiled by Shin Yoshida and Steve Johnson
- 20 Encounters with Another Japan—Donald J. Clark
- 20 Networking in Japan—Steve Johnson
- 21 Computer Communications in Japan—Steve Johnson
- 22 Information Technology in Kumamoto—Kris Nelson
- 23 Saving the Ikego Forest: Thinking Locally, Acting Globally—Steve Johnson

## ARTICLES

- 24 Community Loan Funds: Who We Are, What We've Learned, Where We're Going—Chuck Matthei;  
Ten Steps in Organizing a Community Loan Fund—Kirby White; Revolving Loan Funds list
- 38 Small is Sensible: Richard Munson on the New Era of Electricity Generation
- 44 Seeking Universal Design Principles—Dan Hemenway

## ACCESS

- 28 **Socially Responsible Investing**—*GOOD MONEY 1985 Guide to the Social Investment Community* ○ *Earthbank Guide to Sustainable Economics* ○ *Simple Living Investments for Old Age* ○ *Directory of Socially Responsible Investments* ○ *Vendor Guide by the Social Investment Forum*
- 29 **Economics**—*The Global Economy* ○ *New Economics 85* ○ *The Military in Your Backyard*
- 30 **Politics**—*Resource Manual for a Living Revolution* ○ *Heart Politics* ○ "Resources for Local Government Support"
- 34 **Organizational Development**—"Raising Money from Churches" ○ "Directory of Useful Organizations" ○ *The Nonprofit World Report*
- 35 **Society**—The Elmwood Institute ○ *Social Policy* ○ *The Future Is Not What It Used to Be* ○ *Declaration of a Heretic*
- 36 **Women**—*This Way Daybreak Comes* ○ *Educating for Peace*
- 37 **Good Reading**—*Always Coming Home*
- 37 **Communication**—*Getting it Printed*
- 42 **Energy**—*Dynamos and Virgins* ○ *World Oil*
- 43 **Environment**—PANNA ○ *Everyone's Backyard*
- 46 **Recycling**—*A Practical Alternative Solid Waste Management Program for Philadelphia* ○ *Asheville/Buncombe Solid Waste Alternatives* ○ *Proven Profits from Pollution Prevention* ○ *Waste to Wealth* ○ *Recycling from Municipal Refuse* ○ *Decision-Making in Local Government* ○ *Canadian Recyclers Directory*
- 48 **Food/Agriculture**—*Healthy Harvest* ○ *One Circle* ○ *Pesticides in Food* ○ *Common Sense Pest Control Quarterly* ○ *Growers Newsletter* ○ *A Better Mousetrap* ○ *You Can Can with Honey*

## FEATURES

- 4 Scattered Showers
- 31 Tools for Organizations: Communicating with the Media—edited by Steve Schneider
- 50 Computer Information Technology—edited by Steve Johnson
- 54 Pacific Cascadia Bioregion Report



# SCATTERED

## Sustainable Irrigation

Major growers in the San Joaquin Valley of California have agreed to pursue an Environmental Defense Fund (EDF) plan to solve the toxic irrigation water crisis there. They had previously rejected any solution except the federally proposed San Luis Drain, which would dump selenium contaminated water in the San Francisco Bay and Delta.

The contamination arises from intense irrigation of arid lands with clay soil and poor drainage. Waste water is trapped at the surface where it evaporates and leaves trace elements behind. After decades, normally harmless and even necessary elements build up to toxic proportions. Deformities in water fowl, widespread soil destruction, and drinking water contamination result.

The EDF plan works like this: 1. Water use is decreased by efficiency measures, and drainage pipes collect the waste. 2. Desalinization plants separate waste into fresh water and salty brine. Fresh water can be sold to Southern California cities at a much lower cost than new water supply projects. 3. The salty brine flows into solar ponds where the heat differential drives a heat exchanger, which powers a turbine for electricity generation. 4. Selenium and other elements are removed and sold, depending on market conditions.

The plants could reclaim up to 90 percent of the polluted waste water.

(Source: *EDF Letter*, November, 1985)

## Acid Rain Strikes Latin America

The mountains near the industrial city of Cubatao in southeastern Brazil are littered with dead and stunted trees. The barren earth slips away in frequent landslides. Scientists say the forest was killed by acid rain.

Some 3,800 kilometers away in central Chile, farmers in the town of Los Maitenes are abandoning their homes and fields. The acidity of the rain due to unchecked pollution has corroded their machinery and poisoned livestock and crops.

Acid rain, until recently detected only in North America and Europe, is now affecting Latin America. The phenomenon is so new there that many people, even government officials, have never heard of it.

(Source: *Akwesasne Notes*)

## TreePeople Sends Fruit Trees to Africa

The innovation that allowed TreePeople to reforest Los Angeles with surplus trees is still sparking. Success, during the last two years of their fruit tree distribution to very low-income families in Los Angeles, allowed them to make the leap of sending trees to drought-stricken Africa.

Other attempts at tree distribution in Africa failed because the trees needed five to eight years to yield fruit. Hungry people can't wait for food, and find trees more valuable as firewood. But TreePeople's adaptable California varieties, already four feet tall and harvestable within a year, give the program a considerable advantage. Education of the local people will be an important part of the program.

The commitment of TreePeople to a low-cost approach of working with surplus nursery trees has sometimes made fundraising more difficult. They've been told they'd be taken more seriously in Washington if they'd asked ten times the modest \$60,000 needed for the multi-national project.

"This country is set up for spending money...[but] having a lot of it is also a barrier," says founder Andy Lipkis. Live Aid hasn't spent any of the millions it's raised and hasn't responded to requests by TreePeople to discuss the project.

The Air Force has helped them with truck transport for 12 years and would like to help them with airlift to Africa, but Washington permission is needed, and they are running up against severe legal red-tape. They're still trying, but the necessity of using commercial carriers looks more likely.

Kenya, Tanzania, Cameroun, Lesotho, and Senegal are candidate countries. TreePeople will start with a sample program to assure participants the program will work.





# SHOWERS

## Recycling Urban Tree-Waste Brings in Money for Cities

For the past few years, Cincinnati, Ohio (385,000) has been turning the wood waste from 50,000 trees lining its streets into a revenue-generating resource by selling the wood back to residents. The forestry division contracts annually with local tree service companies to prune or remove about 3,000 city-owned trees. The contract requires that all wood and wood-chips be deposited in the city's secure, all-weather storage yard.

Officials estimate that if the contractors had to bring the wood to the landfill, the extra hauling and dumping expenses would be \$15,000. Wood with a diameter of more than three inches is cut into firewood lengths and sold at \$50 per cord. Smaller pieces are chipped and sold for \$5 to \$10 per load. Wood sales are held periodically on Saturdays from late autumn to early spring, when the storage yard is filled with cut and unsplit wood and chips.

During the winters of 1982-83 and 1983-84, wood sales produced a gross profit of more than \$27,000, with only \$2,000 in expenses related to sales and storage. The money generated is used to plant new trees in areas where they were removed. (Source: *PIN Bulletin*, January 25, 1985)

The winter issue of *Regeneration* newsletter reports on a similar plan being considered by the Commerce Department in Philadelphia along with the U.S. Forest Service. The plan for Philadelphia's Fairmont Park would give underprivileged teenagers the opportunity to learn the lumber and wood processing trade while at the same time providing wood products needed for the city's housing renewal efforts.

Ralph Segman, creator of the plan, estimates that between 3,000 and 15,000 dead or diseased trees could be taken from the city's 8,000-acre park every year. "This could turn into a very nice little sawmill," said Segman. The project would use every scrap of wood available to produce firewood, wood chips, and even kitty litter, in addition to lumber.

## The Repair Mall Puts Together the Pieces

Here's a dilemma many of us have often faced. A small but vital appliance breaks down. What do we do about it? Do we go to the trouble and expense of getting it fixed? Or do we go the often easier, but more wasteful, route of simply tossing it out and buying a new one?

This is the problem that Porter Shrimmer addresses in his proposal to create "repair malls" described in the winter issue of *Regeneration*, the quarterly newsletter of Rodale's Regeneration Project (see RAIN XI:4, page 26).

"An average American spends an estimated \$29 a year for repairs on personal and household goods, amazingly little when you stop to think of the incredible menagerie of

gizmos we use every day. Wristwatches, toaster ovens, clock radios, video games, fitness equipment, lawn and garden gadgets, personal computers .... Never before have our lives been so filled with high-tech goods—and yet systems for repairing these goods remain in the Dark Ages."

The repair mall proposal would put several repair shops all under one roof, all run by highly skilled local laborers, working with local resources, contributing to local economic activity. It would be a kind of "one stop shopping" for repairs that would make the fix-it versus toss-it balance more favorable.

Shrimmer suggests siting the repair mall in a "regenerated building," perhaps a refurbished factory or warehouse. This could take advantage of tax incentives for renovating existing buildings.

According to Shrimmer, tentative business plans for such a mall have been drawn up. "For a ten-shop mall, somewhere between 10,000 and 15,000 square feet might be needed. It's been estimated that just one mall of this size could employ over 20 people and generate as much as \$700,000 in gross income annually."

He notes that the function of the mall could also be expanded beyond repairs to include other kinds of recycling and refurbishing operations, and also locally produced new goods such as arts, crafts, furniture, and clothing. For more information, contact *Regeneration Newsletter*, 33 East Minor Street, Emmaus, PA 18049.

## Agricultural Productivity Act Signed into Law

The Agricultural Productivity Act, the first alternative farming systems legislation passed by Congress, has been signed into law. The original proposal, first introduced in 1982, was drafted to implement major recommendations of the 1980 report on organic farming prepared by a USDA study team. The newly-enacted version ended up as a separate subtitle in the 1985 farm bill.

The most innovative feature of the legislation is to establish research projects to compare three different types of farming systems—farms using conventional technology, farms in transition from conventional to alternative methods, and farms using alternative agricultural methods. Each farming system would include 12 or more farms, last a minimum of five years, and continue as long as 15 years if necessary to obtain complete evaluation of cropping sequence cycles.

USDA is also required to inventory, classify, and assess existing alternative agriculture studies, reports, and other materials, and to make available to farmers and ranchers any that would help them move toward low-cost, environmentally sound farming systems.

(Source: *Alternative Agriculture News*, January 1986)





# The Other Japan

*Interest has been growing recently in that entity called "the Pacific Rim." In his soon-to-be-released book, Pacific Shift, William Irwin Thompson describes how the center of social and cultural innovation is shifting from the New York/London/Paris axis to the Los Angeles/Sydney/Tokyo axis.*

*This would seem to be welcome news for those of us living on the West Coast—it sorta puts us in the thick of the excitement. Also, if we extend our sense of bioregions to macroregions with common characteristics across borders, the question is raised: Why not look west to the East as well as east to the West for ideas and inspiration?*

*The following special section has been put together by Steve*

*Johnson based on his trip to Japan last September and October. He found that there is more to Japan than the "Japan Inc." image we get from most American media.*

*The first piece in this section, "On the Far Side of the Big Lake," is Steve's own impressionistic look at "the other Japan," based on a tour of citizen action groups, progressive governments, and "new age" groups. Articles describing other elements of Japanese grassroots activity have been contributed by people Steve met on his trip.*

*Based on these new contacts, we hope that RAIN can increase its coverage of Japan, and the Pacific Rim in general, in the future. —FLS*



## On the Far Side of the Big Lake

by Steve Johnson

Last fall I travelled to Japan to follow up on a rejuvenated interest in Japan in the context of the Pacific Rim. I spent about 4 months there when I was 16 years old. This was 1962, one year before President Kennedy's assassination, two years before the Beatles landed in America. In Japan in 1962 there were less than 2 million cars, and most of those were taxis. When I returned in 1985 there were 50 million cars.

My interest in Japan coincided with Japan's increased influence on our culture, from employment in the auto industry to clothes fashion and sushi bars. When an economics professor told us in 1962 that Japan would soon be a major economic force in the world, all we could think of was souvenirs with that ubiquitous "Made in Japan."

Facing Japan from the Pacific Maritime region of North America, there is an ocean in front of us and rows of mountains and deserts behind us. A giant body of water, in which all the land of the planet could be tucked away with room to spare, separates us. But across that water we share a rim of dormant fire, the volcanos, and plate movement, the earthquakes. Also, as Gary Snyder pointed out, the wonderful nature woodcuts of Hiroshige have scenes that warm the cockles of a maritime inhabitant's heart.

For over a year before I went to Japan, I employed traditional networking techniques to establish communication with Japanese. In fact, I started with a small list of RAIN subscribers. That small list seemed to have a life of its own as





my letters were passed around from person to person and group to group. Several of the people became key contacts for my journey, including Masako Nishiyama, Aki Okabe, and Shin Yoshida. We spent dozens of hours together visiting groups, learning, speculating, and of course making sure I got on trains headed in the right direction.

The goals for my trip were fairly general. I wanted to find out about the Japanese equivalent of nonprofit organizations, grassroots Japan, or as Donald Clark refers to it, the "Other Japan." I also wanted to see how these groups were using computers. And finally, I was interested in the balance of trade issue. What was it now? That we got Toyotas and VCRs and they got corn flakes and Kentucky Fried Chicken. I wondered if there was room for trade between regions; exchanges between small businesses and indigenous craftspeople.

Of course, the trip had many surprises.

## A Rainy Day in Yokohama

Kanagawa Prefecture, a "state" with the population of California, has a reputation as one of the more progressive governments in Japan. Yokohama, a city of 3 million, is the seat of prefectural government, and the largest port in Japan. It has faced much exposure to outside influences. There is even a large cemetery dedicated for foreigners. Kanagawa contains many well-to-do suburbs, and as a consequence has a better local tax base than other prefectures. The strong local tax base allows Kanagawa to exercise strong local initiative.

My visit to Kanagawa has been arranged by a faithful RAIN reader, Yukata Sasaki. Curiously, although he sets up the arrangements for this day and makes several other important connections for me while I am in Japan, we never actually meet.

In Yokohama, Masako and I meet up with Sasaki's assistant, Kenichi Suzuki. The three of us wind our way down streets doing our best to converse while not damaging others with our umbrellas—the sidewalks and streets are a sea of hoisted umbrellas. On the way there I begin to think maybe I've underestimated this event. I piece together that we are on our way to meet several (how many I am wondering?) government officials at a banquet room in a Chinese restaurant. By the time we arrive at the restaurant I am wishing I had dressed up. I'm sure of it when we arrive in the banquet room and no less than six government officials rise to meet me, handing out business cards.

One man, Toki Morita with the Institute for Overall Local Autonomy Studies, leads the conversation since he is the best speaker of English. He has worked with city government in Baltimore, and stayed a length of time at the now defunct California Office of Appropriate Technology. Everyone around the table knows RAIN. Since we have only six subscribers in Japan, I wonder how it gets around. The one person in this group who is an actual subscriber isn't even here.

We talk about one of Kanagawa's housing development projects designed to use appropriate technology and energy conserving building and landscaping methods. As one official points out, the project has been inspired by articles in RAIN.

We talk about Kanagawa's programs to increase citizen's access to public information. Kanagawa has enacted what amounts to the first freedom of information act for a prefecture in Japan. The programs were established by the Act Concerning Public Access to Public Records of the Bodies of Kanagawa Prefecture. One program is the operation of a Prefectural Government Information Center and Regional Prefectural Information Corners. Each of the centers can provide access to many government records catalogued in the "Information Presentation Index." They hope to eventually provide access to the information using the Captian videotex system.

After lunch, Masako and I are led through the rainy streets of Yokohama by Kenichi Suzuki, up a long hill, past the cemetery for foreigners to a bluff overlooking Yokohama Bay, where so many important historical events for Japan have transpired. We then walk several blocks to a coffee shop, steeped in tradition. The atmosphere emanates loves confirmed, political deals, and metaphysical wonderings.

Over dark coffee and a light desert we talk about networking. There is a conference, scheduled for several days after I leave Japan, described as a networking event for grassroots organizations. Interest in social networking is hardly new to Japan, but the interest has grown to much greater dimensions in recent years. Many organizations are trying harder to work together, and see networking as an important strategy for getting there.

## A Kafka Mystery in the Shadow of Mt. Fuji

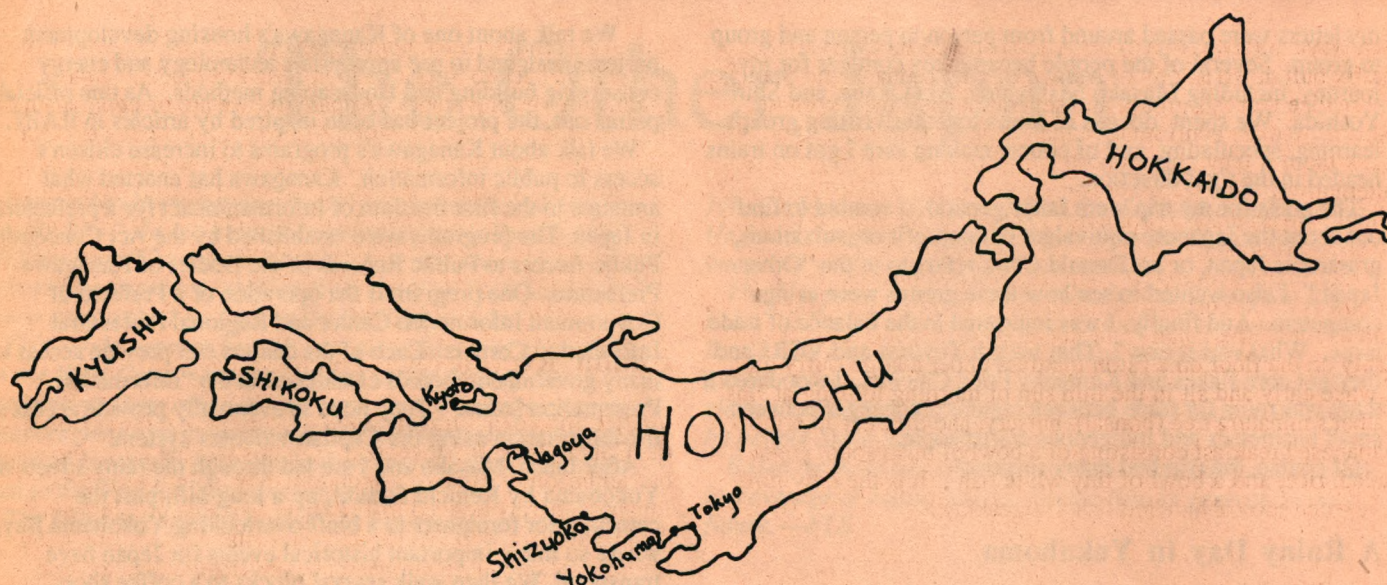
After Masako and I say farewell to Keichi Suzuki we dash off to meet with Kunihiro Okada, a friend of Masako's. Okada's business card simply says, in English, "Metamorphosis." I ask Okada if his group's name has been inspired by the Kafka novel about the man who wakes up as an insect. It comes as a surprise to him. He knows Kafka but has never heard of the story.

Okada attempts to explain the work of Metamorphosis. Mostly he talks about his own personal transformations. After an hour I'm not much closer to understanding the nature of Metamorphosis. I also realize that if the group were in the United States I wouldn't understand it any better. Naming a group Metamorphosis precludes easy interpretation.

Even though it is late we decide to take the trip to Metamorphosis headquarters. The town we are headed for is Odwara at the foot of Mt. Fuji, at the gateway to the very wonderful Izu Peninsula. As we leave Tokyo the sky gets darker and the stations smaller, until two hours later we arrive at the Odwara train station.

We go to the apartment of a friend of Okada's, Masato





Degawa. I'm impressed by his English. Some schooling at Oxford, and a research internship at the Brookings Institute in Washington, D.C., have produced a unique Japanese-English.

After a quick trip to a hot springs inn, Okada and I drive to the Metamorphosis office. The office is one of the weirdest I've seen. In the faint moonlight I can see a half-filled swimming pool, that even in this light appears green with algae. The building is a four-story hotel with maybe 40-50 rooms. Down one of the hallways in one of the few inhabitable rooms is the Metamorphosis office.

Inside, with the roar of a small river just outside the window, we drink whiskey and I again attempt to find out what Metamorphosis is; this time with the help of a learning aid I came to appreciate a lot in Japan, the organization scrapbook. I see photographs of people working together on volunteer aid programs, an international Christmas celebration party in Odwara with the mayor chumming it up with Metamorphosis staff, classes and workshops, and most of all many visitors. One of their favorite themes was trying to bring international awareness to this small, rather economically frail town.

Many of the photographs are of Okada's grandfather who is the leader of a religious group, the Sekai Kyusei-kyo. This religious background helps me understand the group, and Okada in particular. This is kind of a New Age Japan. Spiritual growth and political action in the same eclectic breath.

In the morning, I help Degawa translate an article into English from Japanese about the legal structure of a farmer's association. When it is done, on a word processor, it is sent to a Tokyo bank on the telefacsimile machine that was donated to Metamorphosis.

## Shizuoka Citizens Center

One of the most delightful times I spent in Japan was my journey to Shizuoka and Nagoya, cities about one-third and two-thirds, respectively, between Tokyo and Kyoto. At Shizuoka I met with people who run the Shizuoka Citizens Center. After some difficulty getting proper instructions to the taxi driver, I arrive at the center, greeted by Mr. Nayamora, the director. The center's office is very small. It opens onto the street in a way that makes it feel like a retail shop.

It turns out the center is, in fact, "selling" something. One part of the office is a typical Japanese grassroots office—a little more chaotic than one would expect for a country with a reputation for being industrious and efficient. Two desks, a telephone, and lots of paper. On the other side of the office is a food distribution center. I only find this out after some people show up to pick up food orders, walking out with milk, vegetables, and bread. The center serves as a distribution center for 230 families who want to get food more directly from farmers rather than through large franchised grocery stores, and most importantly, food that is grown without pesticides and chemical fertilizers. They are also aware of making a political statement: they do not want to buy food grown outside their region.

The center provides assistance to several independent citizen's groups in and around Shizuoka; groups that were started around such issues as a petrochemical plant development, a golf course destroying a forest, and a proposal to dump nuclear waste near Shizuoka. The center staff is mainly one person, Mr. Nayamora. He and volunteers run what we might call a resource center. Since a lot of the work involves networking,





Mr. Nayamora was one of several Japanese I met who could easily pull down a copy of *Networking* by Lipnack and Stamps.

I realize that this group, and several others I meet with in Japan, are more confrontative than their American counterparts. I ask them if they only oppose things or if they also propose alternatives. The response from one person is, "No, why should we do that? We are against something, it is up to them to do it differently."

Later in the evening, I am off in a taxi with Jin Horikawa, a friend of Shin Yoshida, to his family's home. His house reminds me of the Japan from my previous trip. I sleep comfortably on the floor on a futon mattress under a large fluffy quilt. I wake early and sit in the thin sun of morning looking at Jins' father's miniature tree (bonsai) nursery, and then eat an orthodox Japanese breakfast consisting of a bowl of miso soup, green salad, rice, and a bowl of tiny white fish. It is the only time I've eaten several hundred fish for breakfast.

## Sui Sha Mura

We are off today, traveling inland away from Shizuoka and the great plain in which three quarters of the Japanese live, up to Sui Sha Mura, the waterwheel village. We pick up Reiko Takatsuka who serves as an excellent translator for the day. The farther we get out of the city, the lighter I feel. We are beyond the grasp of industrial Japan. We travel past steep hillsides terraced with tea plants, tiny lumber mills (for cedar trees), and two-block-long towns. Up the steepest hills there are small tramways that transport people and equipment to higher fields.

We finally arrive at Sui Sha Mura. Hardly a major roadside attraction, it is at the end of a road. There is one large water wheel and buildings with two-foot-thick grass roofs. Jin wanders over to what looks like a permanent residence, and returns with Takei Usui, the owner of the property and caretaker of the waterwheel village. The village, really just three buildings, was started by a group of people, including academics in Tokyo, interested in appropriate technology. The waterwheel provides power to light the buildings. The main building is used as a retreat center for students from universities.

Mr. Usui's family has lived here for over 200 years. They continue to farm the land, but sometimes in ways unlike their neighbors. The green and black tea they grow is processed in an "antique" machine driven by water from the water wheel.

After we look at the tea machine, Mr. Usui invites us to his house. The house, over 100 years old, is a treat. Large beams, tatami mat floors. We sit in a spacious, uncluttered room. Outside the open shoji screens there is an immaculate small moss garden with a tamed waterfall, and a pond of white and orange carp. We drink some of the freshly crushed tea and eat fish that looks like wood chips and tastes delicious, and a bowl of rice balls. Inside some of these rice balls are sweet and sour

plums that could knock your socks off.

We drive back to Shizuoka in the late afternoon and meet again with Mr. Nayamora. Apparently we are meeting again on his request so that we can drive to a cloth dying business that a friend operates, where he can present me with a gift. This is like the old Japan; in fact, I have a strong sense of *déjà vu*. In my previous trip to Japan I was driven somewhere to choose a present, and on many occasions found myself accepting gifts from people I had only known for two or three hours.

## Chubu Recycle Movement

After Shizuoka, I travel on to Nagoya to meet members of the Chubu Recycle Movement. On this trip the language barrier becomes more of a problem. My inability to speak Japanese, hardly noticed in Tokyo, is a sizable problem here. As in Shizuoka, I am followed by translators. At the Chubu Recycle office I meet Yohiyuki Hagaiwara, the director, and Keiko Nakagawa, the magazine editor. We try our best to communicate. Once again the organization scrapbook is there to rescue us, and on the shelf a copy of Lipnack and Stamps *Networking* book. After tiring of our language barrier, I return to my hotel. But not giving up, within an hour, Hagaiwara and Nakagawa come to the hotel with Junko Yamanaka, an English teacher at a local college. We talk rapidly for over an hour, covering many topics, and I notice we talk very little about recycling. Recycling here means you are involved in all kinds of things.

Chubu has a staff of 11. Like Japan Recycling in Tokyo, they publish a magazine and sponsor flea markets to help people exchange used goods. But Chubu also operates a distribution center for organic farmers to sell their crops to consumers in Nagoya. Another program supports local craftspeople. While I was at their office, one room was filled with older women repairing damaged toys to sell to raise money for Chubu programs and other causes. Earlier in the year they sponsored a used book sale that raised \$10 million yen (\$46,000) for famine relief in Africa.

After an enjoyable dinner with Dr. Asano, another acquaintance of Shin Yoshida's, a member of the Friends of the Earth, and the International Physicians for Social Responsibility, we return to Chubu's office. Although it is 9 p.m. the office is as filled as it was in the afternoon. People want to work here. We all gather around, taking photographs for their magazine. With all of us working on it, the synergy of 12 people makes communication possible, even disarmingly simple. I draw lots of pictures in explaining the kind of work I do. My pictures apparently jibe with the description in the *Networking* book, as I get several nods, and pointings between the book and my drawings. By time Hagaiwara, Nakagawa, and I walk the mile or so to my hotel we have learned to communicate fairly large thoughts with a small vocabulary.





## The Group Against the Throw-Away Society

On another trip out of Tokyo I traveled to Kyoto. While there I met Takashi Tsuchida, the founder of The Group Against the Throw-Away Society. Tsuchida is a soft spoken, articulate man whose nearly religious zeal for his work is quite evident. In 1973 he was a teacher and researcher in chemistry at Kyoto University. With the oil crisis he came to realize how Japan had to exploit a disproportionate amount of the earth's resources to sustain its lifestyle. It felt to him that society was bent on "throwing away everything, including people." His strong stand against nuclear war, as well as his own discomfort with his work, forced him to quit his teaching job. He then started the Group Against the Throw-Away Society.

Tsuchida invited me to one of the group's monthly meetings for potential new members. Tsuchida's background as a teacher is evident during the meeting. His talk to the group lasts an hour. It is a very personal description of his own evolution. He explains how one day he went into his kitchen and stood there in amazement. He had no idea how it worked. He did not know where anything was, or where the food came from. It was then that he vowed to participate more in household activities that he had relegated to his wife.

He was concerned about his family's diet. He felt that the modern agricultural methods were creating unhealthy food. He also was concerned that the changing Japanese diet was destroying farming as a way of life. In order to provide families with healthier food, and to re-establish a relationship with farmers, he started a food distribution center that now serves 1500 families.

There are 15 people at the meeting, some of whom have been at previous meetings, or are active members. For most

people it is their first meeting. The group's age range is from small children, up to men and women in their sixties. Tsuchida encourages the people just to be conscious of their choices. He wants them to feel that what they do makes a difference. He also comforts them by making it clear that there are many failures, too—changes come slowly. In his own family, he says there is great pressure to eat meat. He has become a vegetarian, but now and then has to give in to his family. But that's okay, too, he says. "We need to leave something for the next generation to work on." I realize the group is like an alcoholics anonymous support group for the modern day consumer. Tsuchida, in effect, promises the people that if they will honestly try to make some changes in their lifestyles, to consume less, the group will be there to support them. He describes games he has used to keep his family on course. It is not easy. And sometimes one is caught in a contradiction. While not believing in the consumption of dairy products from a dietary point of view, Tsuchida continues to use them so he can help the dairy farmer.

After the meeting during lunch, I ask Tsuchida what different types of political groups think of his work. He says that most people, conservative or radical, don't pay much attention, that they don't think the work makes much difference. For his part, he participates in political demonstrations when appropriate to show his support for the activists, even though he really believes people must change themselves first. Although he is pleased to visit with me, his work is local. He seems comfortable with his role on the planet, caring for his own garden, neighbors, and community.

There are now other groups inspired by Tsuchida's group, and he is asked to travel to other towns and cities to help people form groups. To make another kind of statement, Tsuchida refuses to ride the Bullet, the National Railroads's high speed train, because he doesn't believe we need to travel that fast.



Steve Johnson, right, with Yohiyuki Hagaiwara at the office of the Chubu Recycle Movement in Nagoya.

## Appropriate Technology in Japan

Japan is an island economy. At various times in its history, like England, its counterpart off the coast of Europe, Japan has attempted to expand its territory. With over a hundred million people living in an area the size of Connecticut (the inhabited area of Japan) there is a need to expand the resource base or use what there is very conservatively. Recycling, learning to make a lot with a little, learning to live together in small quarters, conserving energy, growing some of one's own food, all come naturally to Japanese. That's not to say there isn't waste in Japan. In Japanese department stores everything is wrapped. The wrapping is beautiful but very wasteful. Also, as many grassroots organizations pointed out to me, Japan has become increasingly dependent—and therefore, vulnerable—on resources in other countries. The country is only 30 percent self-sufficient in food, and is dependent on other countries for





almost 90 percent of its energy requirements.

On the other hand, the Japanese transportation system is a marvel. The most consistent background noise in Japan is that of the mass transportation system. Trains and subways in Tokyo alone move 10 million people every day. The Bullet train that hurdles up and down the coastal plains of the main island, Honshu, rides over the top of houses on overpasses, through towns and cities, into the darkness of dozens of tunnels. It is probably the view that most foreigners see at least once on their way to Kyoto. Along the way you may notice several things. The green and gray slate roofs. Countless small solar water heaters. Gardens tucked into every available piece of land. And one of the most characteristic sites in Japan, clothes hanging to dry on small porches and balconies.

Although the Japanese love gadgets and appliances, one that doesn't seem to have a ghost of a chance is the clothes dryer.

Apartment living in Tokyo stretches the attraction of "small is beautiful." The average living space in Tokyo is 250 square feet. With so little space, the Japanese have learned to apply everyday appropriate technology principles. A living room in the day becomes a bedroom at night; a washing machine fits in a closet. The fixture that was most lovely in its simplicity was a toilet with a small bowl on the top of the tank with a faucet. The toilet is flushed with the water you use to wash your hands.

The day after I get back from Kyoto I go to a meeting of the Technology and Economy group, an informal group that studies the impact of technology on Japanese society. The group was started by Fumihiko Satufuka and Teiichi Aoyama. Satufuka is a teacher at Sagami Women's University, and Aoyama is director of the Environmental Research Institute of the Fujimic Corporation.

We see a fascinating slide show and lecture about Yukushima, a small island near Kuyshu island, 800 miles south of Tokyo, in semi-tropical Japan. The island is best known for its massive and gnarled cedar trees, some of which are over 2000 years old. Many trees in the slides seem to have faces and personalities. They have been given their own names. It is a unique ecology because the north and south, the temperate and semi-tropical, push hard on each other. The atmosphere is a humid gray. On the beaches it may be steamy tropical, while only a few miles up the steep mountains (3500 feet high) in the center of the island it is overcoat weather. The island economy is 90 percent government subsidized. An active environmental movement is attempting to preserve the island's natural environment, but some of the natives don't want to. They want to sell some of the resources to enhance their lifestyle. The monkeys on the island, which the environmentalists want to protect, the natives want to control in order to protect their crops. The natives would like to log some of the cedars. It reminds me of the Northern California redwoods battle. During the middle of the talk a note is handed to me that says in English, "the man who translated Stepping Stones [RAIN's

anthology of appropriate technology articles] lives on this island." The note has been given to me by a man named, Eisaku Tsuruta. I read on his business card that he works at IRI Global Books, "books for the new age."

I give a half hour talk on why I think it is important that we understand and apply computer technology for humanistic purposes. A fairly heated conversation takes place afterward, lead by Teiichi Aoyama. Aoyama would like the group to get involved more in issues around computer technology. He also suggests that they should establish a bulletin board and electronic mail system. Many of the people can't see value in using a computer communication system, although they seem to concur that issues about computerization should be dealt with by the group.

## Moon Island

On the last Sunday before I leave Japan, Masako, Shin, his small daughter, Haruku, and I travel through the busy Ginza to a place that Shin wants me to see before I leave, Moon Island. The Ginza on Sunday, with some side streets closed off is like a Japanese version of a South American street festival. Being a Japanese version means that the people aren't dancing in the streets, instead they are milling about with video cameras.

We walk past the Ginza, past the gigantic farmer's market area (closed on Sunday), and across a long bridge that spans a river flowing into Tokyo Bay. As a community planner, Shin is an excellent guide. He provides a running commentary that includes the history of the areas we walk through pointing to such sights as the modest and packed restaurant that serves a particular soba (noodle) dish from southern Japan.

Moon Island is indeed special. In the heart of the district is a long business street, filled with people and bicycles. The small shops, dozens upon dozens, overflow onto the sidewalks. Down one alley I was struck by how here was everything one needed, in miniature. At the end of the alley was a small temple. Very small. A place to bow, some incense burning. There were several restaurants, a doctor's office, and a public bath. Such close quarters, comfortable and cozy. That's Japan. Compared to the cowboy geography of America, Japan feels like someone's crowded living room. Also intimate. As Shin points out, "if you have a fight everyone in the neighborhood will know it."

We walk block after block. A wind picks up. It blows down the narrow streets. The wind graphically reminds me of how Japan is an island. The wind is an ocean wind, a small child of the typhoons that tear through Japan. The last sound of the day on Moon Island is the odd unsymmetrical and sad song of the Sweet Potato man. He drives slowly down the streets with a loudspeaker singing a song about the beauties of the sweet potatoes that are cooking over a charcoal fire in the back of his small pickup truck. ○ ○





# Citizens' Activities in Japan

*One important difference between American and Japanese citizen activity is the near absence in Japan of a nonprofit sector. The nonprofit sector in this country, with roots in religious secular social work, has evolved a substantial niche in the economy—at least large by Japanese standards. In Japan there is little favorable legal structure for forming non-government organizations (NGOs). There are no tax breaks or special mailing privileges for citizens organizations.*

*Many of the social services performed by nonprofit organizations in this country are performed in Japan by local government units or are unnecessary because of stronger family ties. One consequence of this is that Japanese non-governmental organizations are more dependent on volunteers, and have fewer financial resources and minimal offices. Most activists volunteer their time while working for corporations or universities. Only a handful of foundations exist to provide support for non-governmental organizations. Most foundation support goes to universities for research and development.*

*Although grassroots groups in Japan have many differences, there are some commonly held values. In an article in the Japanese Journal, Human, Tomi Naki describes several key issues that citizens groups worked on in the 1970s. These issues include the following: the fear and anxiety about pollution based on the well-publicized appearance of*

*pollution-related diseases; concern over governmental and corporate secrecy; apathy of party politics; desire for more local self-determination; and the problems created by importing of American culture since the World War, especially its impact on agriculture, food policy, and nutrition.*

*In the following piece, Shin Yoshida lays out one way of viewing the citizens' actions groups in Japan. In 1983, Shin did an extensive study of citizens' actions groups for the Toyota Foundation, "Citizen's Activities and the Supporting Role of Foundations." He concludes that these groups have several fundamental problems: lack of financial support including legal tax breaks, lack of governmental support toward citizen action, lack of capable people and information, lack of adequate space for offices, and inability for the groups to meet with ordinary citizens, or to communicate with other groups in the same area. The study is groundwork for Toyota's expected increase in funding to citizens' groups.*

*After Shin's piece come several articles describing major issue areas in Japan, followed by a sampling of grassroots groups.*

*Recently Shin wrote to me and described a new book: "An Alternative Map of Japan, from Yaso-sha (34 Naka-Machi, Nara-shi, Japan 631) contains 156 alternative spaces in Japan. It however focuses too much on agriculture and little on others."—SJ*

## General Types of Japanese Citizens' Groups

by Shin Yoshida

Citizens' groups in Japan can be categorized into three types, by the kind of relationship the group has with local and federal government and business.

Local governments are particularly important because they provide many services that might be provided by social service and voluntary organizations in the United States. However, the local government services do not satisfy all the needs of the people, and there is great need for citizens to act on their own.

The first type of citizens' group consists of those working with or for the government and business. This includes neighborhood organizations, women's organizations, and groups for the elderly and youth. There are about 1.2 million groups of this type.

The second kind of group consists of those that fight against or oppose the policies and actions by what they see as the establishment. Struggles at the Narita International Airport site

and the Minamata Mercury poisoning site are two of the more famous examples. Most of the groups in this category are involved in pollution, energy, transportation, peace, and human rights issues.

The third type of group is neither working for nor fighting directly against anything. They say things like "Think critically, act practically," or "Think ideally, act pragmatically," and "Think globally, act locally." When these people put themselves into action, rather than confronting face-to-face with the problems, they tend to start from themselves and people around them. They know that, in order to create a better Japan, they have to change themselves first—start small and maybe stay small. Some of the activities in this category include: international development cooperation, peace, food and agriculture concerns, women's rights, and alternative space and information services. ○ ○





# Yet, Watermills Are Alive: From Asakura to Yame



Photo by Hiroaki Kono

*It is indicative of just how fast Japan has moved from an agricultural to an industrial society by the fact that groups have formed to preserve technology that is rapidly becoming extinct. This brief article about one group's formation to save watermills provides valuable background about technology applications in Japan. It is condensed from an article in Human: The Journal of Community Studies, published by Japan Plus Twenty, c/o Ohdake Foundation, Central Building Ninth Floor, 1-1-5, Kyobashi, Chuo-ku, Tokyo 104, Japan.*

*Takeshi Murota is an associate professor of economics at Hitotsubashi University, and author of Enerugii to Entoropii no Keizaigaku (The Economics of Energy and Entropy).—SJ*

**by Takeshi Murota**

Japan is endowed with rich precipitation; some 2000 mm per year on the average. At the same time, more than half of its total area is covered by mountains, and most of those mountainous areas are covered by forests. This combination of climatological and topographic conditions has created countless small streams of rapid water flows all over Japan. As a result, Japan has an enormous possibility of small scale water power utilization by means of such techniques as wooden waterwheels, small iron turbines, and others. It has, indeed, a rich history of small-scale water power utilization.

It is true that the number of watermills in Japan has declined in the past few decades. But even under the heavy pressure of contemporary oil civilization, more than 500 watermills are

still alive.

The first use of watermills in this country dates back to 670. But its most popular period was in the Edo era (1603-1867). In this era, waterwheels of various sizes were constructed for such purposes as paddy field irrigation, high-grade pounding of rice for sake production, pressing several kinds of plant seeds for vegetable oil production, and crushing rocks for mining and milling purposes. Others were developed for agricultural purposes and for handcraft manufacturer.

Following the Meiji Restoration (1868), which opened the country to the world, many industrial machines were introduced to Japan from European countries. Most of these imported machines had been designed to be powered by coal, using steam engines. However, Japan did not then have a tradition of large-scale coal mining. In the presence of rich water flows in many areas as a free power source, coal was often too expensive to become an economical fuel. This encouraged the construction of waterwheels, mostly wooden and sometimes iron, as the devices to move industrial machines for spinning silk, weaving cotton, processing green tea, cutting wood, and many other purposes, in addition to the traditional uses since the Edo era.

In Europe, the coal burned in steam engines had almost completely replaced the role of water power. In contrast, in Japan water power played an important part, along with coal, in industrialization. The historical peak of waterwheel utilization is documented to have been around 1910. Statistics show that more than 80,000 waterwheels were active during this time. And this probably does not include the many small ones called Sozu (or BVattan or Battari) used for polishing rice or





producing small amounts of electricity in remote villages.

After the Second World War, coal mining became a big business. Large scale hydraulic power stations started to be built in the 1950s. Thus, the electrification moved forward in the whole country. The easy access to the electric lines caused gradual decline of small-scale water power utilization by waterwheels and tiny turbines. In other words, the centralization of power supply proceeded in this period.

Then, the oil civilization came along. The consumption of imported oil exceeded that of domestic coal around 1960. Multiple functions of oil for power source, for direct heat source, for fuel to generate electricity, and for chemical feedstock made this cheaply imported fuel dominate not only industry but also agriculture. Under this pressure of the oil-based civilization, the practice of the already declining watermill utilization appeared to have ceased in Japan.

Fortunately not all the watermills have disappeared. Recent researchers have found over 500 active watermills. Researching the watermills was sparked by Tokuo Katsuki, a specialist in the traditional, popular house (*minka* in Japanese). He lives in Kurume City in Kukuoka prefecture on Kyushu Island.

Near Kurume city there is a town called Asakura. Here, Katsuki studied the Hishino Sanren Suisha (triple-wheel watermill). This paddy irrigation watermill consisted of three consecutive, downshot wheels located along Horikawa river, which is an irrigation creek whose water is taken from Chikugo River. This watermill has 132 wooden buckets in total and irrigates paddy fields of some 13 hectares (1 hectare = 2.7 acres). In addition downstream to the triple-wheel watermill there are two double-wheel watermills. The three of these serve for the irrigation of 35 hectares in total.

Katsuki investigated the origin of these unique watermills,

---

*Some people suggested they could be preserved in museums, but Katsuki felt that a watermill conserved in a still state is almost a dead one.*

---

especially the one Hishino triple-wheel watermill. He found an old manuscript which described how two villages, Hishino and Furuke set up the moyai (a kind of cooperative) in 1788 to remodel the then double-wheel watermill into a triple one. He also found an old picture scroll, which shows a scene of its active use along Horikawa, as it is seen today.

In the early 1970s the national renovation project of the Chikugo River area included the plan to narrow the width of Horikawa. This meant that the watermills had to be removed, and be replaced by electric motors. Katsuki and other concerned people strongly opposed this plan and they proposed that the government protect the watermills. Some people suggested they could be saved in museums, but Katsuki felt that a watermill conserved in a still state is almost a dead one.

In the summer of 1979, they called the Watermill Symposium to openly discuss the importance of conserving the Asakura Multiple-wheel Watermills in a motion state. Some 100 people gathered from around the country. This symposium had a great impact not only on the general public in the Asakura area but on the policy makers in Kyushu. The mayor of the town of Asakura made his position clear that these unique watermills had better be preserved. The conservation movement won—though not permanently.

From this movement, the Watermill Association of Japan (Nishi-Nippon Suisha Kyokai) was started in 1981.

The series of events in Kyushu, the victory for conserving the Asakura multiple-wheel watermills, the birth of the Watermill Association of Western Japan, and work on saving other watermills has brought forth new interest in water power. While it might not replace the oil civilization, it can certainly service to support a positive re-evaluation of the vernacular technologies and cultural traditions of Japan. ○ ○

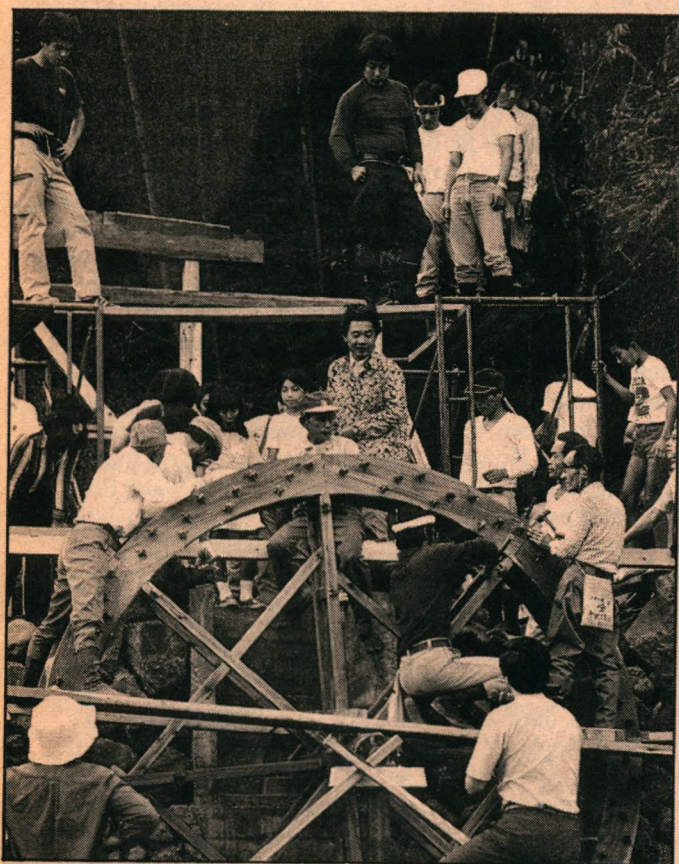


Photo by Hiroaki Kono





# Diet Politics: Farming in Japan

by Steve Johnson

Over the past 25 years, the Japanese food production system has undergone a complete transformation. The results of this transformation are viewed with skepticism by many. No other single issue has brought out such widespread grassroots activity. The issue of healthful food endangered by the increasing use of pesticides and chemical fertilizers, has attracted people across both age and class boundaries. There is a sizable producer-consumer cooperative movement with the establishment of countless varieties on the food buying club, including both large wholesale and retail businesses.

In 1960 Japan was 83 percent self-sufficient agriculturally, and while most industrialized nations, including England, another major island nation, have remained fairly self-sufficient, Japan's rate dropped to 30 percent in 1981.

The Basic Agriculture Law was passed in Japan in 1961. Its stated goal was to make Japanese agriculture competitive in the international marketplace through modernization. For the purpose of modernization, the law promoted expansion of farm tracts, introduction of farming machinery, and reduction of labor and production costs through the use of pesticides. The new law also encouraged the production of profitable items such as fruits and livestock, and decreased production of such things as rice, wheat, and barley.

At about the same time, the Japanese government initiated its policy of high economic growth. In order to do this a large proportion of the agricultural labor force was shifted to commercial and industrial sectors. Also, large amounts of agricultural lands were developed for roads and factories, or eaten up by urbanization. And finally, to keep a trade balance, Japan began to import more food. For example, in order to support the increased meat eating habit of the Japanese it has become necessary to import grains to feed livestock.

Between 1960 and 1983, the number of farm households dropped by 30 percent, while those engaged in agricultural work

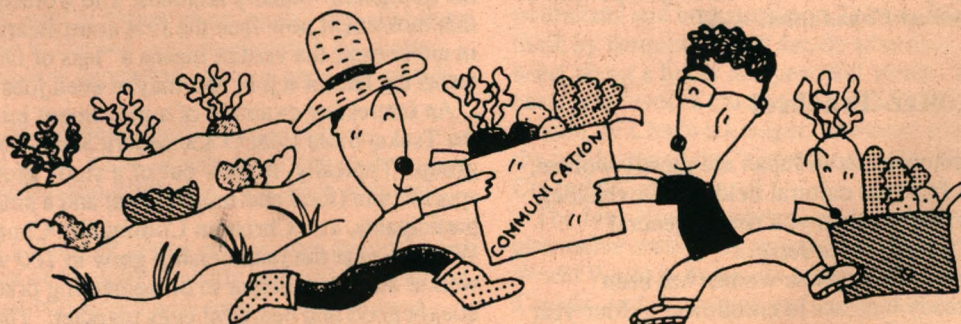
dropped from over 14 million in 1960 to less than 6.5 million in 1983. The percent of farming families able to fully support themselves dropped from 34.3 percent in 1960 to 13.2 percent in 1983. More of the farming labor force is made up of workers who need to earn money away from home.

Not long after, the farmers began leaving the home and the village to work, so only the elderly were left behind to do the farming. Today, Japanese agriculture is supported by women, old people, and so called "Sunday farmers," who work at non-agricultural jobs for the other days of the week.

Today, "Sunday farmers" are in an overwhelming majority—71 percent of the Japanese farmers. The situation is likely to continue to change. The young generation from farm families sees very little hope for the future in farming. In 1982 there were over 600,000 children of farm families, and out of those only 6500 went into farming.

In the 1970s, the Japanese government developed its "Comprehensive Agricultural Policy." The ostensible aim was to bring the entire Japanese economy, including agriculture, into the international marketplace. Some people see this as a way to increase Japan's ability to export its industrial products by increasing importation of agricultural products. The result, they say, will be a further degradation of agriculture.

Many organizations have formed in Japan to address Japan's agricultural situation. Many of the individuals involved in the movement are first attracted by personal motives. They are concerned about the healthfulness of foods produced using modern insecticide and chemical based methods. But in many cases the individual's personal motives are transformed along the way into recognizing other related problems. It is sometimes a difficult intellectual step to take but many leaders are attempting to show people how their personal life style has an impact on other problems—such as hunger and use of scarce resources in other countries. ○ ○



From Japan Recycling News





# Women: Carriers of Citizens' Movements

*Women's position in Japan is changing, but not without ample resistance. Most foreign women I talked with expressed having some difficulty with how women were treated in Japan. But there are trade-offs, too. In at least one way women in Japan are more free than in America. Because of the low crime rate, and an excellent urban transportation system, women (and children) are able to travel about by themselves, and at night.*

*Then there's marriage. Even the most progressive people I met with seldom questioned the act of marriage. There were exceptions. One couple got married and divorced annually in order that the wife could keep her own name—the only way to beat the controversial Family Registration Law. In one instance a woman who wanted to follow her career was living in Tokyo while her husband lived 300 miles south in Osaka. But then she, like many others with unorthodox ideas about relationships, had lived many years overseas. Only one couple I met were living together unmarried and with a child.*

*In the following article, Verena Burkolter-Trachsel describes how women play a vital role in grassroots Japan. Most everywhere I went it was women who were, as Verena describes it, the carriers, if not always the leaders.*

*Ms. Burkolter-Trachsel and her husband are resident directors of the Swiss operated Kyoto International Student House. She has also been studying Kyoto citizens movement groups with a fellowship from the Truman Foundation. —SJ*

by Verena Burkolter-Trachsel

Carriers of citizens' movements in Japan are mostly women, but the leaders are men from the cultural field and universities. In order to explain this phenomenon you need a general background of women's position in Japan.

The educational standard of Japanese women has been changing. There is a steady increase in enrollment in four-year

universities, although the standard is still the two-year women's university.

Participation in the labor force has also increased. Until 30 years ago most women only worked until they got married, but more recently 70 percent of the working women are married. Forty-eight percent of the women over 15 are working, but half of these are only part-time.

Women may work, but they may meet with some problems. Only 55 percent of large Japanese companies open the way for promotion of women. Women have a difficult time obtaining management jobs and their salaries are on the average 54 percent of men's wages.

In politics, female representation in the Diet and other legislative bodies is still very low. As of August 1982 both the House of Representatives and the House of Councilors counted only 25 women members, or 3.3 percent of the total membership. The figure is even lower in local assemblies, particularly in the rural areas.

A recent survey showed that women in Japan are better informed politically than men. And whereas the range of interest of men is very narrow (job and sports for example), women are socially and politically highly motivated.

Traditionally, women are inside the house (managing the budget and all major decisions pertaining to the education of their children), and men are outside the house. Nowadays the outside part means only job and recreation, whereas the inside part includes participation in the wider society, for instance, working in one or several citizen groups, neighborhood groups and so on.

Women are thus getting a higher level of education, yet still find limited opportunities in occupational and political worlds. There seems to be two types of reactions to this: to be silent and withdraw, as is the case with older women, or various modes of social protest with younger women.

Another factor that leads to women's high level of participation in citizen's movements is the fact that the vast majority of middle-class men (Sarari-men) are reluctant to participate in activities due to their companies' open or hidden policies against such participation.

For example, the "Movement Against Fingerprinting" finds mostly women who actively resist the obligatory fingerprinting for foreigners—mostly Koreans. The women participating in this movement now face the first court-hearings, knowing that in either case, the verdict means a "loss of face" and in practical terms the loss of a job, and maybe even jobs for their children.

An interesting example of a movement initiated by women is the Tsukai Suite Jidai O Kanagaeru Kai ("To not throw away") group. Typically, it grew out of a study group with a very specific aim (food and insecticides) and a small number of participants, at a Christian Community Center in Osaka. Within a year the membership grew to 100 women who, as well as studying, began to do something practical. They bought good and healthful eggs together. They reached out and





made contact with farmers to produce more healthful food. The first farmer who consented to grow natural vegetables was the initiator of a farmers producers group now made up of 25 farmers. The consumer group the women initiated promised to take the farmers whole crop, be it a success or a failure, during the first few years after changing over to no-pesticide farming to alleviate the risk of change.

They also have a retail system. Every member is required to build a sub-group that buys a certain amount of the farmers' crops.

In the course of the increased interaction between producers and consumers, the spectrum of foods grew. Rice, meat, and fruits also were produced and distributed. Also the focus of the ideological activities widened. The group took initiatives in the legal field to ban the selling of food with chemicals.

There are now many other groups similar to this women's group. Many have identical aims, but their own rules and newsletters, not working together, and often not knowing about each other. There are no nation-wide networks or coalitions of these groups as of yet. ○ ○

# Internationalism: The Idea House

by Shin Yoshida

Internationalization has been Japan's key word for the last 10 years or so, just like Westernization was at the time of the Meiji restoration (late 19th century). Lots of effort as well as money have been spent to internationalize Japan and her people.

The national government, many local authorities, private corporations, schools, teachers, and parents all talk about and invest in internationalization. More people have the opportunity to travel abroad, and TV provides more and more news from every corner of the world. However, all the efforts to become more internationalized have brought changes only at a material level, and very little at a mental level. One must ask why do Japanese people want to internationalize in the first place? Because they want to export more goods? Because they want to communicate in English with foreigners? Because everyone has realized how dependent Japan is upon the outside world?

While some form of Japanese internationalization is happening at a large scale, some people are trying to do something more effective and productive at a much smaller scale.

The Idea House is a group of young people who are interested in promoting the idea of thinking globally and acting locally in Japan. The people are concerned with linking international problems, especially the problems related to the Third World,

with domestic problems, especially those that exist at a community level. The Idea House publishes a quarterly leaflet called Chibitto, meaning "only a little," to help ordinary people understand the connection between life in their community to the rest of the world.

Last September, the Idea House published a book entitled White Paper on Overseas Co-operation: A Citizens' Version. The book promoted ordinary people's involvement in development assistance to the Third World, not through the big aid machines but through smaller development groups on a people-to-people level. It described many different ways and approaches to overseas cooperation by introducing 10 ordinary people who are already engaged in it, and by listing 230 groups that people can contact.

The Idea House's current major project is to conduct a "Kofu and the World" project and publish a book, Your Community and the World. The former is an action/research project that will explore the many possible linkages that the city of Kofu (130 km west of Tokyo) has with the world. People travel, food and other goods are both imported and exported, information is flying, even animals and birds come and go. After all the information is collected it will be shared with the people of Kofu. Then people will know how they are linked to the world and their position in the world. People will even know that they are important actors in foreign policy-making and that such important matters should not be left to a few politicians and bureaucrats in Tokyo. People will be able to think by themselves and decide what they can and want to do to bring about a better and peaceful world. The publishing of the book will involve translation and editing of papers and reports written by Chadwick Alger, professor at Ohio State University, the originator of the "Columbus in the World: The World in Columbus" project.

The Idea House's other plans include establishing the first alternative trading organization in Japan, coordinating One World Week in Japan (its equivalents are found in England, Canada, and Australia), and publishing a journal like RAIN with emphasis on international development. ○ ○





# A Sampling of Japanese Grassroots Organizations

Compiled by Shin Yoshida and Steve Johnson

## Kino-Shi-Juku

2664 Oiagoo, Sasima-Cho, Ibaraki-Ken,  
Japan 306-05

*(Kino means to return to agricultural occupation; Shi means to aspire; Juku is a kind of training/learning space)*

Kino-Shi-Juku was started nine years ago by three families. The families wanted to demonstrate and practice an alternative to agricultural methods they felt were bad for the health and damaging to the land. The motive for starting the organization was also personal, as one of the founders explains, "I was disgusted with the taste of Japanese vegetables upon my return from Vietnam. I wanted to eat more tasteful vegetables and I wanted other people to share them with me."

The group is growing rice and many kinds of vegetables, and raising chickens on a small five-acre farm. These products are shipped by their own truck to 240 member families.

They also run an educational program that between 70 and 80 young people attend each year to learn more about organic, pesticide-free farming.

## Bibai Consumers' Association

c/o City Hall, Nishi 3, Ninami 1,  
Bibai-Shi, Hokkaido, Japan 072

Bibai is a town with a population of 20,000, located in the central part of the island of Hokkaido. Out of the many consumers' associations throughout Japan, the Bibai association is probably the most active and most effective one. It has a membership of about 650 people. Some of the groups slogans are "think globally, eat locally," or "think next generation, act now," and "eating safely (without additives) is loving."

Rather than fight against large food companies or the local shops, it tries to be in harmony with them by buying only safe food. As the leader of the association says, "it is not very wise to

fight head on against local producers and shop owners as we both live together in this small town."

Recently, the group published a leaflet in English called "We Entrust our Feelings to Onigiri, our Messenger." Onigiri is a rice ball. The leaflet describes how anyone can prepare the simple onigiri anywhere in the world, helping to end world hunger.

## Omusubi-Nagaya—Handicapped People at Work

1284-10 Hishihira-Itazawa,  
Komoro-Shi, Nagano-Ken, Japan 384  
*(Omusubi means rice ball; Nagaya is a row of houses)*

Handicapped people in Japan are often placed in isolated homes, "hidden" from the larger society. A person who lived in such a home for the handicapped decided five years ago to create a place where handicapped people can live productively and in harmony with so-called ordinary people.

Omusubi-Nagaya is located at a factory with living quarters. At present they produce miso, tofu, bread, and jams. They have a small vegetable field, and a health food shop in the town of Komoro. They also occasionally run a class on miso-making and a summer workshop for handicapped people to work and live with other handicapped people.

## Press Alternative

Central-Meguro 102, Mita 2-7-10,  
Meguro-ku, Tokyo 153, Japan,  
03-719-4847, The Source: BDP240  
The Press Alternative is a spinoff of the Information Center for Public Citizens, founded by Katsuko Nomura. It aims to reconsider lifestyles and value systems to examine the tendencies that lead to the single-minded pursuit of profit and efficiency, and the forces that generate excessive consumption and waste. The

group publishes an excellent journal, The Japan Citizen Now, which covers a wide range of consumer, environmental, health, agricultural, and other public interest issues. Subscription costs \$25/year for airmail. They are interested in exchanging their publication for others. The group is also using a computer to create a database of Japanese grassroots groups, and uses The Source to communicate with groups in the USA.

## Minamata-Seikatsu-Gakko

42 Fukurosakaguchi, Minamata-Shi,  
Kumamoto-Ken, Japan 876  
*(Minamata, a site of a mercury poisoning; Seikatsu, to live; Gakko, school)*

Minamata became famous 30 years ago as the result of a large mercury poisoning incident. Many people went to help these people affected by the Minamata disease since the accident, and in 1982 a school was started to help people understand the problem, to learn about the disease, and to help the affected people through a handicraft and farming program. The school receives about 20 people at a time who live together for about one year.

## Alternative Spaces:

### Gurin-Piisu

9-13 Tate-Machi, Sendai-Shi, Tokyo,  
Japan 980

### Hobitto-Mura

3-15-3 Nishiogi-Minami, Suginami-Ku,  
Tokyo, Japan 167

### Hito-Hito-Sha

3-1-21 Tsuboi, Kumamoto-Shi 860  
Gurin-Piisu in Sendai, Hobitto-Mura in Tokyo, and Hito-Hito-Sha in Kumamoto are all places for people to meet and learn, putting Ivan Illich's "Deschooling Society" into practice.

Gurin Piisu can be translated as green peace; Hobitto-Mura derives its name from the Hobbits in the Tolkien trilogy; and Hito-Hito-Sha means literally Person-





person (hito), place (sha).

Gurin-Piisu, for example, is an interesting place consisting of tea rooms, places for handicrafts from Thailand and Bangladesh, pottery, books for sale and loan, natural foods, and a meeting and cinema space. The main thrust is to have a place that "expresses and appeals for peace." The person responsible for the space publishes his own books, one of which is a book of drawings based on the Hundredth Monkey book by Ken Keyes. It has sold 21,000 copies in the last year. He has also established the Hundred Monkey Network among 400 of the readers of the book.

#### Japan Recycling Movement Citizens' Center

14-1 Hariyama-cho, Shibuya-ku, Tokyo,  
Japan, 03-770-6600

Japan Recycling is a fairly prosperous recycling center with branches in Tokyo, Osaka, and Nagoya. Its main business, like most of the other recycling groups in Japan, is focused on second-hand consumer goods. Japan, as an island economy has a long tradition of recycling basics like newspapers. But, especially with its rapid industrialization, Japanese has gone consumer-mad, creating a large waste stream of used stuff. Japan Recycling acts as a clearinghouse for people to buy, sell and trade. It operates phone lines for people to place ads in one of its magazines or spaces in newspapers. The calls sometimes flood the place—50,000 a day on several occasions, more than the local phone system could handle. Japan Recycling also sponsors picnics and large flea markets where people can trade goods.

#### Buraku Liberation Research Institute

1-6-12 Kyboyoshi, Naniwa-ku, Osaka  
City, Japan 556

The Buraku are darker skinned Japanese who for several hundred years have held the most menial of jobs. They are the most identifiable "class" in Japan. The Buraku Liberation Institute works on ways to strengthen the position of the Buraku people in Japan, and of other minorities including the Ainu, the so-called fair-skinned people of Hokkaido, Japan's

northern island, and Japan's primary foreign minorities, the Koreans and Taiwanese.

One issue that the institute is working on is the national government's fingerprinting policy that forces all aliens to register with the government. A complementary law, the Family Registration Law, forces all Japanese to register with the government using a form that requires families to register a head of household (male) and the order of birth of the children for inheritance purposes. Aliens are not allowed to be registered and therefore are not given the benefits of full legal status.

The Institute publishes the bimonthly Buraku Liberation News.

#### Pacific Asia Resource Center (PARC)

PO Box 5250, Tokyo International,  
Japan

PARC is a well-established grassroots action/research group. Operated mostly by women, the center's most visible product is AMPO, the Japan-Asia Quarterly Review, which has been published since 1969. AMPO covers progressive to radical activities in Japan and East Asia, including such things as liberation battles in the Philippines, follow-up on the Bhopal incident, radical politics in Japan, south Korean farmers problems, and Micronesia's battle for a nuclear-free future. AMPO is available overseas for \$16/year; add \$2 for airmail.

#### Minna-No-Ie

c/o Sakaguchi, Kujinoura,  
Nachikatsuura-nachi, Wakayama-Ken,  
Japan 649-53

(Meaning "everyone's home")

Taking action right at home, the Sakaguchi family in Wakayama built a special house. The house was constructed three years ago, not just for the Sakaguchi family, but for anyone visiting the Kumano area. The house is used as a place to meet with others interested in protesting against the construction of nuclear power plants, promoting natural foods and organic farming, meditating, and writing.

#### Consumers Union of Japan

3-13-29 Nakameguro, Meguro-ku,  
Tokyo, Japan 153

The Consumers Union is a group similar in scope and type of activity to Nader-inspired public interest groups. The union works on a wide variety of issues with a special focus on hazardous products, and environmental pollution that effects health. It publishes Japan Resources (in English), which covers pollution and hazardous products and waste issues.

#### People's Research Institute on Energy and Environment (PRIEE)

B-Kaikan, 3F, 7-26-24 Shinjuku,  
Shinjuku-ku, Tokyo, Japan

Since 1976 PRIEE has been active in anti-nuclear-energy, anti-war, and environmental issues. The PRIEE office is used by many activists to work on their specific issues. PRIEE translated works from other nations into Japanese, and occasionally publishes an English language newsletter covering environmental and energy issues in Japan and elsewhere.

#### Ohdake Foundation

1-1-5, Kyobashi, Chuo-Ku, Tokyo,  
Japan 104

The Ohdake Foundation is a rare organization in Japan, sometimes referred to as the only foundation that provides support for grassroots citizen action activities. It was started by the present director's father, Yoshiaki Ohdake, Sr. During World War II, Mr. Ohdake was horrified by the war and swore after it was over he would do something to help make sure it would not happen again.

The foundation provides support mainly for groups working on environmental problems, population control, and anti-military areas. It also provides funds for individuals to attend international conferences in other countries. The foundation publishes a monthly news service called Revealing Japan, which consists of news clippings and stories with a focus on environmental and peace issues. Ohdake is also presently the office of the Information Center for Public Citizens (ICPC).





# Encounters with Another Japan

*In 1984 Donald Clark published an article in The Ecologist where he described the "other Japan." In that article he describes the situation in Zushi City (see page 23). He also described five common concerns of organizations in the "other Japan": healthful food, renewable energy, simplified living, environmental protection, and appropriate third world assistance.*

*More recently to further explore these groups, Mr. Clark has sponsored meetings to encourage cross-cultural communication. In this brief article he describes the origins and nature of these encounters with another Japan. —SJ*

by Donald J. Clark

The alternative dimensions of Japanese society are also the hidden dimensions. While this may be gradually changing, it is possible for well-informed foreigners, and Japanese, to live for long periods in this society without ever encountering a genuine "new age" person, organization, or idea.

Why? It's not because alternative groups are absent. They're here by the hundreds, but they are small and largely cut off from

access to mainstream oriented media. Being alternative in values, lifestyle, and vocation also means being "out" and being "out" means being socially invisible.

A few of us, calling ourselves Interface: Japan, decided therefore to organize a series of programs called "Encounters with Another Japan" in an effort to provide a means for foreigners to meet and talk with representatives of alternative Japan. There have so far been three encounters.

The response was encouraging, especially the eagerness of the guests to come and talk with foreigners, even if it meant doing so in English. They are obviously anxious to tell others about what they are doing and thinking, and then to develop better working ties with interested non-Japanese.

A successful follow-up meeting was held in February and a larger working group is now developing plans for additional interface programs. In the future these will also include field trips to meet individuals, groups and projects, including for example, organic farms, green politicians, educational experiments, and intentional communities. Inquiries and visitors from overseas are welcomed as a part of this expanding of contacts with alternative Japan. ○○

---

## Networking In Japan

by Steve Johnson

Networking is very popular in Japan right now. Whenever I visited a group it seemed we would have a conversation about networking. Some of the groups wanted to talk about electronic networking—to the Japanese grass-roots movement a more important computing concept than word processing or database management. It wasn't always clear if we meant the same things by networking. Was it getting people in touch with information? Or with other people? And what people?

Sometimes when I found myself in situations with no common language, I was able to rely on there being a book nearby: *Networking: The First Report and Directory* by Jessica Lipnack and Jeffrey Stamps. Often staff at the grass-roots organization would pull it off the shelf as a way of asking if I know about or "practise" networking. It was comforting to know that there were descriptions in the book—in

Japanese—of RAIN and several other things I've been involved in. It served me as a kind of business card.

Actually the book, as when it was published in America, confirmed rather than announced a new phenomena. Salons and gathering places have been widely developed and refined throughout Japan. The recent excitement is about increasing communication between groups working on the same issues, and groups working on different but related issues. People who would show me the book seemed amazed that there were so many of these "alternative" groups in America.

A column in the *Asahi Shimbun* (Japan's second largest newspaper), described the book in the following way:

"What most people think about when the word 'network' is mentioned is a television broadcasting network. Recently this word is being used very enthusiastically but with a completely





different meaning.

"What started this was the publication of the Japanese translation by President Inc. of the book *Networking* which has the subtitle, "Discovering Another America." People with common interests have ties with each other as individuals, transcending differences in occupations and in the areas where they live.

"From now on society should be made into such a horizontal type of world. Pointing out that ordinary people have created a diversity of networks in the United States, the book introduces many concrete examples.

"The industrialized society separated people from their home

towns and villages and concentrated them in cities. People were incorporated into the vertical systems of companies and administration, and the horizontal ties between individuals were weakened. From the feeling that society will deteriorate at this rate, ties in the form of volunteer activities and citizen movements have been born in Japan."

Those who have been silently active in various fields, including citizens' study groups, campaigns to improve living conditions for the elderly, and recycling movements, created an organization called *Networking Research Society*. The society held its first symposium on September 9, 1985. ○○

# Computer Communications in Japan

by Steve Johnson

Japan's relation to electronic technology is curious. I had several Japanese tell me that the Japanese are uncomfortable with computers. The people worry about loss of privacy, ill health effects from working with the machines, and the generally dehumanizing effects of computerization. While the Japanese fear of computers resembles our own, and surely does not represent an ungrounded fear, the general attitude is more reminiscent of the 1970s in America.

Some differences might explain this point of view. In Japan, computers come in two distinct types: large computers operated by the government and corporations, and small computers to run games on. Many Japanese own the latter type. The small computer in Japan just doesn't seem very useful. If you go into a typical computer store in Japan all you see is computer games. To the Japanese the small computer is an merely an extension of television's trivial pursuits. There are few serious applications for the typical small business or nonprofit organization.

The possibility of computer systems leading to more centralization of power is a real threat, but Americans seem to believe that we can learn to use small computers, while still holding the potential threat in mind. In the United States, thanks to an era of entrepreneurship, led by companies like Apple who marketed the computer as a friendly servant, the

scary picture of immense personality-crunching machines lost some of its Darth Vader appearance.

In my talks in Japan to grassroots groups about computing in America, I could run off countless examples of worthy small-business and nonprofit applications, while the Japanese groups were at the most using computers for word processing, and had seldom imagined other uses.

Also, computing in Japan faces unique technical problems. Word processing is complicated by the Japanese written language (kanji) which demands an extra level of translation from an alphabet organized keyboard. This means more work for the user, and it means word processing programs take up more room in memory or on disk. At one of Japan's largest newspapers, the *Asahi Shimbun*, housing one of the most sophisticated electronic newspaper systems in the world, there is a room of computer typesetters who use keyboards with 1500 characters—not a task for the faint of heart.

I was often baffled by what the Japanese grassroots groups thought were useful applications of small computers. For example, Japan Recycling was very interested in using small computers in their several businesses. Of course, I thought, they receive 50,000 phone calls in a day—a work load that anyone in the United States would have turned over to a computer. But no, what Japan Recycling wanted to use computers for was communications. Elsewhere I saw small organizations and businesses, even with computers, where the finances were handled with old adding machines and even abacuses. This means that the three most popular uses of computer in this country—word processing, database management, and accounting—were not considered high-priority uses of computers.

## Electronic Networking with Japan

Grassroots organizations in Japan are beginning to use computer communication systems including bulletin board systems, electronic mail, and information utility services in their country, and some systems in this country. The People's





Research Institute on Energy and Environment (PRIIE) uses the ECONET system, connected to the American-based system through VENUS-P, an international packet-switching system. The Networking Design Consultants group is active in several American-based systems including Metanet and Unison. They have also established a bulletin board on the Success System in Japan. The Public Citizen organization uses The Source, hoping to build a news service for subscribers to that system. Several other groups use CompuServe, and some are investigating the Delphi system, which has become popular for trans-Atlantic communication.

### Bulletin Board Systems in Japan

Jeff Shapard and Makoto Ezure have established a popular board called TWICS (Two Way Information System). TWICS uses a Unix supermicrocomputer that operates six phone lines. Bilingual services include E-mail and a Private Mail Box, Chat (service allowing live keyboard conversations), a health and medical bulletin board, a Spanish language bulletin board, and a U.S. news service called NewsSoft. Also, TWICS offers the most passed around electronic newsletter in the U.S., Netweaver, the interactive, intersystem newsletter of the Electronic Networking Association. There are about 240 users, two-thirds of them Japanese. TWICS would eventually like to go international. For now, if you are adventuresome you can try calling them for an account, in Tokyo at 03-433-1422.

The Success is a popular bulletin board system that promotes ideas for peace. Using English as the communication language, it emphasizes international communications. The Success can be reached at 935-38 Mutsu-ura-cho, Kanazawa-ku, Yokohama, Kanagawa-ken, Japan.

Fujimic Corporation announced it will start a personal computer network in April of this year. The network, called Eye-Net will initially start with about 100 information providers offering a variety of information ranging from news to shopping, part-time employment, and a host of commercial data.

There is also a group in Tokyo that tries to keep track of bulletin board and other telecommunications, called Tokyonet, organized by Russ Marcus (0427-29-5196). Another group, called Compu-Aid and operated by Ron Billings, assists people in getting the appropriate equipment for computer communications.

### Cross-Pacific Conference Participation

The Public Citizen group uses a computer to organize its information resources, and to do word processing for its English journal. It has also experimented with computer communications as a way to build connections with other groups around

the world. In 1984, the International Student Forum Toward the 21st Century was held in Tokyo, where members of the Public Citizen met with the organizers, including Julie Morency, president of the Canadian International Youth Forum. The 1985 conference was held in Canada. Public Citizen staff member Toshihiro Tsubo was invited to the conference, but after some consideration he proposed that he "attend" the conference from Japan using the electronic mail capability of The Source information system. So for 10 days, Public Citizen participated in the conference on a daily level. The participation was successful enough that Public Citizen is hoping to expand its electronic communication through developing an electronic newsletter. (The Source ID number: BDP 240) ○ ○

## Information Technology in Kumamoto

by Kris Nelson

Print media in this prefecture, it appears, will soon be bowing to Japan's most integrated information system. The grand design is outlined in "Kumamoto—A Scenario for Tomorrow." Governor Hosokawa and other local advisors are working on what they call the "Information Resources City Plan." It calls for six regionally tailored information systems: 1) The Kumamoto Information Network Guide System (KINGS), 2) the Library Information Network, 3) Kumamoto Cable TV system, 4) a Health Management Information System, 5) Kumamoto Technopolis Technological Information System, and 6) the Industrial Information Center, to provide data on warehousing, transportation, and so on.

KINGS is Japan's first public access videotex system. It was primarily funded by the Ministry of Posts and Telecommunications' "Teletopia Plan," an effort to enhance industry and community life with "new media." KINGS provides free information through 38 terminals around the city on ten basic topics: 1) local news and weather, 2) sports, 3) community events, 4) travel information, 5) advertisement from department stores, 6) restaurant and grocery store advertisements, 7) horoscopes, 8) new residents information, 9) educational programs, and 10) money management services.

KINGS manager, Keiji Nakashima, says they plan to have over 100 terminals within five years, add an information order entry service, and make it available in English. For more information, write to Nakashima Keiji, Kumamoto Videotex Service, 2-3103 Kamitori-cho, Kumamoto-shi, Japan 860. ○ ○

*Kris Nelson, former Rainmaker, now lives in Kumamoto.*





# Saving the Ikego Forest: Thinking Locally, Acting Globally

by Steve Johnson

Ikego Forest is one of the few tracts of forest land remaining inside the densely congested Greater Tokyo Metropolitan Area. Used by the U.S. Navy as an underground ammunition depot for nearly 40 years, public access to Ikego has been prohibited, allowing the land's plant and wildlife to develop and flourish in an undisturbed environment.

Recently, the U.S. Navy requested of the Japanese government that lands be made available in order to build 1000 homes for Navy personnel working at Yokosuka Naval Base. The Japanese government responded with the proposal that Ikego Forest be used for this purpose, even though at least five alternative sites are available within 30 miles from the base.

Knowing that allocation of Ikego lands as a housing site would destroy the forest, the citizens of Zushi banded together and formed an impressive movement to oppose the proposal. In a special election, the mayor, seeking a ballot box endorsement of the agreement to build the houses, was defeated. Kiichiro Tomino, a leader of the campaign, was elected as the result of an grassroots effort by nature-loving citizens mostly led by women.

But the battle was not won, since Japan's central and prefectural government would make the final decision regarding Ikego's fate. It would take an outpouring of public opinion to stop the project, as written opinion plays a key role in official procedures relating to the preparation and submission of an Environmental Impact Assessment, which may contain the opinion and concerns of any individual, regardless of nationality or location. The citizens of Zushi organized a domestic and international campaign to ask their friends to write and send written opinions about why Ikego Forest should be preserved. The citizens so far have obtained 100,000 domestic letters and 700 worldwide written and electronically transmitted opinions in support of their position.

Most recently it is now certain that referendums will be held in Zushi over dissolution of the city assembly and the recall of Mayor Kiichiro Tomino, an effort organized by a group in favor

of construction of U.S. Military housing.

Tomino is saying he will not resign. He is supported by the Society to Protect Nature and Children, which is opposed to construction.

One of the more intriguing aspects of the Zushi story involves the use of electronic mail and conferencing systems to provide local officials with world-wide opinion about their actions.

During the Save Ikego campaign, an Apple IIe, communication software, and an acoustic coupler were installed in the Mayor of Zushi's living room. A voluntary project team was organized to prepare appeals, a personal message from the mayor, and a list of 108 species of birds inside the forest. These documents were then transmitted over the electronic networks.

The first overseas "written opinion" arrived within days. It was from Billye Lemon, wife of a U.S. Army Colonel. It was just what the citizens of Zushi had hoped to receive:

I would not want to create poor relations because of construction of housing for the military and their families...One must look beyond the immediate needs with much broader vision...When by chance a part has been preserved which remains in its natural state, then these special places we need to treasure...for future generations.

More warm and supportive responses followed, making the efforts of the volunteers—virtually all of whom were tackling the intricacies and eccentricities of packet switching, uploading, downloading, log-on sequences, etc., for the first time—worthwhile.

The on-line phase of the Save Ikego movement stands as one of the first attempts to use computer conferencing to contact and connect a global electronic community in support of environmental concerns.

To register support, you may contact the Committee for Ikego Global Referendum, 5-4-24 Hisagi, Zushi-city, Kanagawa, 249 Japan. ○ ○



# Community Loan Funds: Who We Are, What We've Learned, Where We're Going

*The following article is taken from a talk by Chuck Matthei, director of the Institute for Community Economics (ICE). We introduced RAIN readers to Matthei and the ICE in our March/April 1985 issue in an interview where he described ICE's work with community land trusts, housing, and revolving loan funds. In the year that has passed, the revolving loan fund "movement" has really taken off, with numerous funds sprouting or expanding all across the country.*

*In order to tap this burst of energy, help organize it, and further expand its influence, ICE sponsored a national conference of community loan funds in October of last year. Thirty-five funds from around the country were represented. Taken together, these funds had already mobilized over \$13.5 million in capital.*

*One good thing that came out of the conference was a plan to create a national association of community loan funds. For more information on this association, contact ICE, listed below.*

*Another good thing that came out of the conference was Matthei's opening speech, which we have excerpted and reprinted with permission from the Fall 1985 issue of ICE's newsletter, Community Economics. The issue is devoted to coverage of the conference. For copies of the newsletter, or for other information about ICE's work, contact Institute for Community Economics, 151 Montague City Road, Greenfield, MA 01301; 413/774-5933.*

*For further information on ICE's approach to land reform, the Winter 1986 issue of Building Economic Alternatives contains a lead article by Matthei called "Land Reform Begins at Home." Copies are available for \$1.50 each from Co-op America, 2100 M Street NW, Suite 310, Washington, DC 20063. —FLS*

## Who We Are

I'd like to start our time together by taking a look at who we are at this conference. We are representatives of 35 loan funds of considerable diversity. There are young funds here, and some more seasoned funds, and a number of groups in the process of developing funds. We are funds with a mixture of purposes—some concentrating on loans for housing development, others on loans to consumer and worker cooperatives, and some involved in lending to a broad range of community development projects.

We also represent a diversity of people. We represent constituencies of lenders and borrowers that are far more diverse than we as a group of sixty people are. Speaking from ICE's (Institute for Community Economics) experience, our individual lenders are wealthy people and people of very modest means; they are older people whose life savings are invested in the ICE Loan Fund, and they are children whose college trust funds have been invested in the Loan Fund by their parents. Our lenders are also institutions—religious organizations perhaps more than any other institutions, but also foundations, and even banks and investment management firms.

Our borrowers are as diverse, or even more so. They are people of every color and ethnic origin. They are poor people and working class people and people of moderate income—but that doesn't really say it all, because every class and constituency within a community benefits from the kinds of projects that our funds finance.

We are forging a kind of new partnership across some very broad divides. It's not a partnership without tensions, but it is a partnership that we should nurture. We are trying to forge a partnership, in some measure, between those who advocate

BONNIE ACKER





very fundamental social change and those who are calling for the private sector to mend the holes in the social safety net. These are groups that don't normally pass one another's doorways. They don't meet at the office. But they are meeting through the operations of our loan funds, and we've got to forge that relationship into an effective alliance, and recognize, over time, its political potential.

Many of us in this room are community organizers turned bankers. But we are also, interestingly, bankers become community organizers. There are a surprising number of people chafing at the bit, straining against the bounds of conventional financial institutions—people with skills who want to put those skills to work.

So we've come from different places and different backgrounds, but we are also people with a common heritage.

---

*We are forging a kind of new partnership across some very broad divides.*

---

We've come in a sense from the major progressive social movements of the last 20 or 30 years. We've come from the civil rights movement that learned that civil rights are not adequate or complete without economic opportunity. We've come from a peace movement that came to understand that there never can be a stable peace as long as there are extraordinary disparities of wealth and economic

opportunity—as long as we look on the earth and its resources as commodities belonging to the highest bidder in any quantity that he wants to buy. Likewise we've come from an environmental movement that learned that our efforts to preserve the natural environment will not succeed on a broad scale unless we address legitimate concerns regarding development—unless we distinguish inappropriate from appropriate development, for housing, for jobs, and muster the resources necessary to support that development.

We are people, then, with a political heritage. Much of this conference will of necessity address the nuts and bolts issues, but we must not only be a competent movement; we must be a conscientious movement.

## What We've Learned

What have we learned? First, some of us have learned a lot of things that we never expected to know or thought we wanted to know. We've learned some new skills, and more importantly we've learned that there are real opportunities to put those skills to work. We've learned that community development is possible—that it's financially as well as socially responsible, that there are viable deals out there waiting to be financed. Happily we've also learned that there are investors of conscience who are willing to confront some of the difficult questions and contradictions that come to anyone who possesses investment capital. We've learned that there are investors willing to take below the rate of return that the market might give them elsewhere, in order to achieve a social return. We have found that there are a lot of people out there who are looking for the kinds of opportunities that we

## Ten Steps in Organizing a Community Loan Fund

*This outline of what's involved in organizing a community loan fund was graciously provided us by Kirby White from ICE. For a more detailed description of what's involved, you'll have to wait for ICE's Community Loan Fund Manual, which is due for publication later this year.*

1. Recruit a broadly representative steering committee, including representatives of potential borrowers, potential lenders, and technical assistance providers. Recruitment involves contacting potentially interested individuals and scheduling one or more informational meetings.
2. Organize the steering committee, with chair person and secretary, and establish three sub-committees: one concerned with assessing needs and planning a lending program (*Needs Committee*); one concerned with planning the structure of the organization and researching legal issues (*Structure Committee*); and one concerned with assessing available capital and planning capitalization and fundraising efforts (*Capitalization-Fundraising Committee*). Sub-committees should report regularly to the entire steering committee and raise basic questions for its consideration.
3. (*Needs Committee*) Assess social needs; identify potential borrowers, and assess their capital needs; identify

technical assistance for borrowers and for the CLF.

4. (*Capitalization-Fundraising Committee*) Assess available capital; identify potential lenders; identify contacts with potential lenders.
5. (*Needs Committee*) Draft statement of purpose, geographical scope, and basic lending criteria.
6. (*Structure Committee*) Evaluate basic structural options. (Will the fund be a membership organization? How will the board of directors be composed? What will be the basic roles of members, board, officers, committees, and staff?) Draft bylaws and articles of incorporation.
7. (*Structure Committee*) Research state and local regulations. (Will the fund be required to register with any state agency? Will its activities be regulated in any way?)
8. (*Needs Committee*) Develop staffing plan and prepare tentative operating budget.
9. (*Capitalization-Fundraising Committee*) Develop capitalization plan. (Set goals, develop timetable, plan approaches to potential lenders, plan "community investment forums.") Identify sources of operating funds, and prepare requests for grants or donations.
10. (*Structure Committee*) File for incorporation. Apply for federal tax-exemption.



can offer them.

We've also learned a good bit about the myths of poverty. We've learned—and we try to say to people—that it's a mistake to assume that the problem of the poor is simply that they don't have enough dollars for housing or food or medical care. The fact is that a lot more money flows into the hands and the neighborhoods of the poorest people in this country than most people count. The problem is not that it doesn't flow in but that it flows through as though through a sieve. It's a problem rooted in the fact that the majority of land and housing and jobs in low-income communities are not owned or controlled by the people in those communities. That realization is something that we can speak to—both in identifying the root causes of poverty and in talking about the kinds of purposes and criteria that community loan funds can adopt to strike at those causes.

We've also learned that it's a myth that the poor don't get money because the poor are bad credit risks. It's not as simple as that, or we would register a higher loan loss rate than the 0.7 percent that our statistics show for the funds represented here. The poor don't get money because of the class, cultural, and language gap between those who control the flow of capital and those who need it most. The poor don't get money because, at the outset, their development projects are small, and it's just too troublesome and expensive for financial institutions to service them. and there are a lot of other reasons why the poor don't get money, but it's not simple poverty. We've learned about that and we have an ability to speak to those issues.

## Where We're Going

What are we going to do with this knowledge? What are we doing now? For one thing, we are growing at an extraordinary rate. The number of new funds being established is accelerating from year to year, and we can be sure that the rate of capital growth is accelerating also. We're also growing in sophistication, skill, and creativity. Our step is more confident, our pace is quicker. That's why we're together here to share our ideas and look forward.

Obviously we're going to go forward. We're going to raise more capital, make more loans. But I'd like to talk about what else I think we can and must do. I think it's something that too often the larger field of social investment does not address. I think that our opportunities for responsibility go far beyond the accumulation, the management, and even the wise, productive use of capital. In a certain sense you can say that we must join the Wizard of Oz. The Wizard of Oz managed to put brains in a scarecrow and a heart in a tin man. It's our job somehow to graft a conscience on the capitalist. We have to create a broad dialogue, a deeper reflection than has yet occurred within this large and diverse community of lenders and borrowers. We need to formulate an affirmative social and political agenda, and we need to make that agenda explicit.

I think we need to define ourselves as groups that have multiple mission fields. It is our job to address the needs of those who need capital, but it is equally our job to address the people and institutions that invest capital. We have not only to respond to needs but to challenge abundance, to talk about the responsibility of wealth. There is then a third mission

field, and that is to address the institutional structures that control the formation of capital, the flow of capital, and the distribution of resources. We must define and commit ourselves to that kind of economic development that will fundamentally change and democratize the economic and social relationships in our communities.

We have to help people distinguish between the different kinds of housing programs, the different kinds of businesses. We have to help them look at who owns and controls those business, and at how equity and earnings are distributed.

---

*There are people who will listen to us as successful entrepreneurs who wouldn't have listened to us as soapbox orators.*

---

People talk about community development, but they don't necessarily think carefully about its long-term impact and benefits. It's our job to talk about those issues—not only to finance development but to talk about development.

I think it's important for us to realize that the resources that we bring to our tasks are not only capital, but credibility. We are building capital pools to finance community development, but by achieving that goal, by practicing our craft well, we are building political credibility that allows us to stand up in meetings much different from this one and say, "Let me tell you about the myth of poverty," and be heard. There's a certain amount of prestige and credibility in going out onto the frontier of the market and doing a job that the conventional wisdom said couldn't be done. There are people who will listen to us as successful entrepreneurs who wouldn't have listened to us as soapbox orators. So we are building political capital through our successful development efforts.

Needless to say there are going to be doubts and questions raised about our activities. Although our credibility is growing, most people will still say that the jury is going to be out for some time on community investment. We are going to have to prove ourselves over and over again, and we are going to be subjected to standards of judgement much more stringent than most conventional financial institutions are judged by. And growth will mean greater scrutiny.

We have to be prepared in some measure, I think, to insure and monitor our own performance. If we can work together from this point forward to strengthen and improve our performance, then there are going to be tremendous new opportunities, much greater, I'm convinced, than anything we've seen so far. But we have to understand that the performance of any one will ultimately reflect on all the others. None of us can afford serious mistakes on the part of the others. That is truly why we've gathered here. We've gathered here to map out the challenges and realize the opportunities. ○ ○



## Revolving Loan Funds

*The following list was compiled from three sources: Earthbank Guide to Sustainable Economics, a list in ICE's fall newsletter, and a list given to us by Susan Meeker-Lowry from Catalyst.*

*A note on terminology: ICE defines a "community loan fund" as a fund controlled by a coalition of borrowers, lenders, and technical assistance representatives, which lends within a specific geographic area. Not all of the funds listed below fit those criteria (including ICE's), which is why we have used the more general heading, "revolving loan fund."*

**Association for Regional Agriculture Building the Local Economy (ARABLE)**, PO Box 5230, Eugene, OR 97405; 503/741-1845, Eugene Scott.

*Credit union, trust fund, and direct loan fund cooperatively administered by producers, related businesses, and consumers.*

**Boston Community Loan Fund**, 14 Beacon Street, Room 507, Boston, MA 02108.

*Provides loans to nonprofits developing low-income housing in Washington, D.C.*

**Bread and Roses Revolving Loan Fund**, 1425 Walnut Street, Philadelphia, PA 19102; 215/563-0637.

*Loans to community change organizations in and around the Delaware Valley. Managed with and modeled after ICE's revolving loan fund.*

**Cascadia Revolving Loan Fund**, 605 First Avenue, Seattle, WA 98104; 206/292-0113.

*Provides loans and technical support to developing small enterprises in Puget Sound area.*

**Catskill Mountain Housing Development Corp.**, 329 Main Street, Catskill, NY 12414; 518/943-6700.

*Local low-interest loans for home improvement, solar retro-fitting and energy conservation, security deposits and tenant start-up costs, closing costs, and other home ownership expenses.*

**Community Educational Service Council**, c/o John R. Ewbank, Treasurer, 1150 Woods Road, Southampton, Pa, 18966, or c/o Community Service Inc., PO Box 243, Yellow Springs, OH, 45387.

*Lends to intentional communities, limited amount of grant money for educational projects on community development.*

**Cooperative Assistance Fund**, 2100 M Street, NW, Suite 315, Washington, DC 20037, Tex Wilson.

*Provides loans to foundations and other charitable organizations for program-related investments to support development of disadvantaged and low-income communities.*

**Cooperative Fund of New England**, Braintree Hill Road, Randolph, VT 05060; 802/728-9728.

*Financing and technical assistance to small cooperative business and community organizations.*

**Ecumenical Development Cooperative Society**, 475 Riverside Drive, Room 1003, New York, NY, 10015; 212/870-2665.

*Long-term, low interest loans to cooperatively owned businesses started by the poor, particularly in developing countries.*

**Fund for an OPEN Society**, 1901 East West Highway, T-2, Silver Spring, MD, 20910; 301/585-4156.

*Affordable mortgages to people in changing, racially mixed neighborhoods. Emergency revolving loan fund for families about to be forced out of homes. Philadelphia, Washington, D.C., and Atlanta.*

**Industrial Cooperative Association Revolving Loan Fund**, 249 Elm Street, Somerville, MA, 02144; 617/628-7330, Laura J. Henze.

*Revolving loan fund to finance worker cooperatives in low-income and blue collar communities.*

**Institute for Community Economics Revolving Loan Fund**, 151 Montague City Road, Greenfield, MA 01301; 413/774-5933.

*Technical and financial assistance to community land trusts, limited-equity housing coops, community loan funds, and other grassroots organizations. Provides information to public, including the quarterly Community Economics, the Community Land Trust Handbook, and a slide show on land trusts.*

**McAuley Housing Foundation**, 1601 Milwaukee, Suite 531, Denver, CO 80206; 303/393-3806.

*Flexible terms to finance housing projects and related operational expenses in 18 midwestern states.*

**New Hampshire Community Loan Fund**, Box 666, Concord, NH, 03301; 603/224-6669.

*Loans to New Hampshire grassroots organizations. Modeled on ICE's fund.*

**North Country Development Fund**, PO Box 7272, Minneapolis, MN 55407; 612/376-8360.

*Loans to member co-ops in the upper midwest area.*

**Self Help Association for a Regional Economy (SHARE)**, E.F. Schumacher Society, PO Box 124A, RD 3, Great Barrington, MA, 01230.

*Passbook savings through local bank provides capital for loans to community organizations. Bank manages loans, separate board evaluates them and serves as technical network.*

**The Southern Cooperative Development Fund**, PO Box 3885, Lafayette, LA 70501; 318/232-9206.

*Loans and assistance to cooperatives, small businesses, and community development enterprises servicing 16 southern states.*

**Sponsors of Open Housing Investment**, 1914 Connecticut Avenue NW, Washington, DC, 20009.

*Provides information on groups developing investment programs.*

**Three Rivers S.H.A.R.E.**, 2016 Sampson Street, Pittsburg, PA 15221.

*Supplies capital to local ventures to create local jobs, funded by local citizens investing in local bank.*

**Women's World Banking**, c/o Friends of WWB/USA, Inc., 684 Park Avenue, New York, NY 10022; 212/744-0202.

*Promotes entrepreneurship of women, particularly those not generally with access to financial institutions. Assists locals with management, technologies, marketing, and acquiring capital and credit.*



## ACCESS: Socially Responsible Investing

*Socially responsible investing shows all the signs of a growing movement. One indicator is the development of jargon. Instead of the cumbersome phrases "ethical investing" or "socially responsible investing," you can use the acronym for the latter—SRI. The SRI business now has its own trade association, the Social Investment Forum (see address below). It began in January 1985 and its members include investment advisors, brokers, financial institutions, research organizations and investors.*

*SRI has also been getting increased coverage in national news and traditional financial publications such as Newsweek, The New York Times, Money, Forbes, Fortune, and The Wall Street Journal. Articles have also appeared in progressive publications that don't usually cover financial issues such as Environmental Action (July/Aug., 1985) and Sierra (Nov./Dec., 1985). The Fall 1985 issue of Building Economic Alternatives was devoted to SRI and includes interviews with a number of leading practitioners in the field (Co-op America, 2100 M St. NW, Suite 310, Washington D.C. 20063).*

*A final indicator of an expanding field is the proliferation of directories to help you find your way to the right fund, financial institution, or investment advisor. Four of these directories are described below. —Rob Baird*

*Rob Baird, a former RAIN staffer, now works with the Anderson Financial Group in Portland.*

**GOOD MONEY 1985 Guide to the Social Investment Community,** 1985, 32 pp., \$10 from:

Center for Economic  
Revitalization  
28 Main Street  
Montpelier, VT 05602

This directory covers a broad range of areas including financial institutions such as banks and credit unions; investing resources such as brokers, financial advisors, and investment funds; and information resources such as nonprofit organizations, publications, foundations, and educational opportunities.

Each section has numerous listings by state. The directory gives a good overview of the the SRI field. The main drawback is that each listing provides only a name and address, with no descriptive information. —Rob Baird

**Earthbank Guide to Sustainable Economics,** edited by Catherine Burton and Geralynn Rackowski, 1985, 72 pp., \$8.50 from:

Earth Bank Association  
PO Box 87  
Clinton, WA 98236

This is more than an SRI directory, covering a wider field of "sustainable economics." Areas covered include "land and natural resource stewardship," "appropriate technology," "community self-reliance," and "education, media, and networking resources." The "World of Work" section includes resources on economic democracy, national service cooperatives, small business, corporate responsibility, and organizational consultants.

The "Capital" section covers barter, progressive philanthropy, granting resources, and lists the major SRI resources of money market and mutual funds, revolving loan funds, credit unions, and investment advisors. —Rob Baird

**Vendor Guide by the Social Investment Forum,** 1985, 34 pp., free from:

Social Investment Forum  
711 Atlantic Ave.  
Boston, MA 02111

The directory describes members of the Social Investment Forum, the SRI trade association. Areas covered include mutual funds, investment advisors, special loan funds, and publications. Only about 30 groups are listed, but each has an excellent detailed description. The directory is available free of charge and is published twice a year, in January and in June. —Rob Baird

**Directory of Socially Responsible Investments,** by the Funding Exchange and the Institute for Community Economics, 1985, \$7 from:

Funding Exchange  
135 East 15th Street  
New York, NY 10003

The Funding Exchange, a national organization of community-based public foundations, published the first SRI directory in 1983. The second edition has just been published and is the best resource available on socially responsible investing.

There are approximately 50 entries with

good descriptions from one to three paragraphs in length. It is well organized with three major sections. The first is "Community Investments" which describes revolving loan funds and community development credit unions and banks. Second is "Socially Screened Securities" such as money market funds, mutual funds, and investment advisors and brokers. Finally is a listing of research organizations and publications.

The directory can be purchased either directly from the Funding Exchange or from Funding Exchange members. One member, the McKenzie River Gathering Foundation (454 Willamette, Eugene, OR 97401), has a statewide SRI directory for Oregon. It will be updated after MRG's SRI Conference scheduled for May 1986. —Rob Baird

**Simple Living Investments for Old Age,** by Michael Phillips, 1984, 43 pp., \$4 from:

Clear Glass Publishing  
Box 257  
Bodega, CA 94922

Michael Phillips provides an excellent counterpoint to all the talk about socially responsible investing. Individual Retirement Accounts and similar retirement programs are being promoted heavily these days. Yet saving money is not the primary way to prepare for old age. The "realities of old age" include a decline in physical health, the death of friends and family, and a world that is changing rapidly.

Phillips suggests three "investment packages." The first is to develop a healthy lifestyle and explore a variety of medical and healing practices. Second, develop the ability to have younger friends and learn to be open and flexible. Finally, prepare for change by developing skills useful to others and learn to live with few possessions.

Social Security retirement, medical, and disability benefits are discussed briefly. I disagree with his arguments about the adequacy of these programs. When the baby boomers reach retirement age, it will be extremely difficult to maintain even the present day purchasing power of these programs.

Everyone has their own ideas about their financial needs for retirement. Phillips reminds us that in our "investment packages" we should put ourselves ahead of our bank account. —Rob Baird



## ACCESS: Economics

***The Global Economy: Today, Tomorrow, and the Transition,*** edited by Howard F. Didsbury, 1985, \$14.95 from:

World Future Society  
4916 St. Elmo Avenue  
Bethesda, MD 20814

***New Economics 85: Report and Summary of The Other Economic Summit (TOES) 1985,*** 46 pp., \$4 from:

Intermediate Technology  
Development Group  
PO Box 337  
Croton-on-Hudson, NY 10520

These two publications document two important events of last year, each of which brought together innovative and future-oriented economic thinkers from several countries.

*The Global Economy* was prepared in conjunction with a conference by the same name sponsored by the World Future Society in August of 1985. It contains 19 selected papers, dealing with such subjects as a world economic order, unemployment and the future of work, appropriate development models for the Third World, international debt, and the influence of petroleum on the global economy.

The papers represent a mix of perspectives: some leaning toward orthodox, some fairly innovative, some proposing ways to restore rapid growth and full employment, some grappling with how to restructure economies in a world where rapid and full employment are no longer realistic goals. The final section discusses the need for new models, with an interesting paper on "bio-economics" (based on the theories of Nicholas Georgescu-Roegen) and with the ubiquitous Hazel Henderson further debunking orthodox economics with her well-reasoned arguments that virtually everything economists know is wrong (which would challenge the analyses of several other papers in the book).

*New Economics 85* reports on an international gathering of thinkers who are more consistent in their misgivings regarding conventional economics, and who are working to build a unified framework better adapted to contemporary realities. The Other Economic Summit (TOES) 1985 was the second annual conference on new economics. These "other summits," held in London, are scheduled to coincide with the annual Economic Summits of the seven richest Western industrial countries. TOES seeks to draw attention to the growing body of new economic theory and practice that points the way to a more equitable and

sustainable future. TOES 1985 was attended by 500 people from 20 countries on all five continents.

Unlike *The Global Economy*, *New Economics 85* is not a collection of papers but a brief summary of the themes and thoughts presented at the conference (a collection of papers from TOES 1984 and 1985 will be published this year under the title *The Living Economy: A New Economy in the Making*). TOES 1985 was organized around six research areas: human needs, economic indicators and targets, the self-reliance/dependency spectrum, agriculture, health, and trade. Twenty-six papers presented on these themes are summarized. This booklet offers a concise overview of the best new thinking in these areas. Recommendations were brought to the Bonn Economic Summit by a TOES delegation.

TOES is an ongoing project, one which can be expected to yield exciting results. If you wish to get more information on the project, or help support the work, contact: The Director, TOES, 42 Warriner Gardens, London SW11 4DU, U. K. —FLS

***The Military in Your Backyard: How to Determine the Impact of Military Spending in Your Community,*** by Randy Schutt, 1984, 176 pp., \$14.20 from:

Center for Economic Conversion  
222 View Street  
Suite C  
Mountain View, CA 94041

This manual can help citizen groups discover how much military money comes into their communities, which companies or bases receive this money, what products or services are purchased, and the kinds of effects that all this has on the local community. It helps determine the dependency of the community on military spending and offers strategies for helping to break that dependency through economic conversion planning.

Thorough and well-documented, with plenty of sample documents and worksheets and an extensive annotated bibliography and resource list, this manual offers careful, step-by-step instructions to enable community-based peace groups to gather and interpret economic data in an area that may at first seem unfamiliar and daunting. This data is useful in bolstering arguments against military involvement and in taking the next step—offering economically sound alternatives. —FLS



TOES agriculture platform. Left to right: David Bateman, Nic Lampkin, Jonathan Porritt (chair), Wangari Maathai (standing), Robert Chambers, Howard Newby. Photo by Peter Kemp. (From *New Economics 85*)



## ACCESS: Politics

---

### ***Resource Manual for a Living Revolution: A Handbook of Skills and Tools for Social Change***

**Activists**, by Virginia Coover, Ellen Deacon, Charles Esser, and Christopher Moore, 1985, 330 pp., \$9.95 from:

New Society Publishers  
4722 Baltimore Avenue  
Philadelphia, PA 19143

---

This handbook is packed full of useful and time-tested ideas and tools for those who wish to engage in nonviolent action for social change. It's more like a recipe book than a book than you'd read straight through. Most of the techniques in the book have been developed and refined during years of political activism and education and training efforts by the Movement for a New Society (MNS), and have been used worldwide by community organizers, human rights activists, and women's, peace, anti-nuclear, and environmental groups.

One section helps the reader develop a theory of social change that traces social problems back to their root causes, relates personal life to society at large, and offers strategies for action. Another presents ideas for working in groups, including consensus decision-making process, tools for facilitators, conflict resolution techniques, and a discussion of group dynamics. Other sections discuss models for building "communities of support" to avoid political burnout, personal growth and consciousness raising, and community organizing for both "constructive programs" and protest activity. Games, exercises, and multiple models are provided throughout. —FLS

---

***Heart Politics***, by Fran Peavey, with Myra Levy and Charles Varon, 1986, 192 pp., \$9.95 from:

New Society Publishers  
4722 Baltimore Avenue  
Philadelphia, PA 19143

---

In her introduction to *Heart Politics*, Fran Peavey declares her commonness as a working American and as one four-billionth of the human species. This commonness, and Peavey's experience of the "power of context" (the influence of cultural background in shaping our belief systems) in her life and work, make this activist's recollections inspiring reading. Neither autobiography nor political harangue, this book is a candid sharing of one person's growing sense of connection



*From Resource Manual for a Living Revolution*

with the world.

As a young teacher in a racially-mixed neighborhood in San Francisco in 1963, Peavey was confronted with a legacy of her Idaho upbringing—racial prejudice toward Mexican-Americans, which she absorbed during years watching migrant workers pick crops grown by her family's friends. Rather than deny or rationalize her feelings, she quietly looked within herself and admitted what was there. Later that year, she realized she knew little about how blacks live, so she asked the local NAACP chapter to give her "black lessons." They arranged for her to hang out with blacks in the neighborhood in order for her to gain some understanding of their culture. Self-examination and direct learning from people unlike herself exemplify Peavey's approach to social change work, which has guided her well through diverse projects in the Bay Area and around the world.

Some of the most interesting stories in *Heart Politics* come from Peavey's "American Willing To Listen" project, begun in the 1970s to discover the concerns of citizens in other countries. To reach them, she sold her home, bought a round-the-world airplane ticket, and set off, alone. She had a few contacts to interview, but felt she could talk with many more people by sitting in public places with a sign reading "American Willing To Listen." Peavey openly

acknowledges her ambivalence, and even fear, about being in such an unguarded position. During her travels, she discovered how little she knew about issues that didn't directly involve the U.S., and how much American policy impacted lives far from our borders. She also came to recognize her addiction to a lifestyle maintained at the expense of people she was getting to know.

In the 1980s, much of Fran Peavey's energy has been directed toward nuclear issues. Around the world, she discovered, nuclear war fears are common mental baggage. At home, Peavey and her friends took the terrifying step of admitting that these weapons would someday be used, and studied their effects in order to figure out what they could do to help afterward. The more they learned, the worse they felt. Deep depression set in. Then, late one night, they snapped, and began to joke about nuclear bombs! As they laughed, their power to act returned. Now, Peavey and her fellow Atomic Comics take to the road, to help others overcome nuclear paralysis.

For Peavey, connection with people brings pain as well as joy. She says the pain of connections made, and sometimes broken, is preferable to the numbness of separation. Her book provides examples of how to keep the best of the American heritage, without cynicism, while replacing the worst of it with a broader perspective. To paraphrase Walt Kelly's Pogo: "We have met the ally, and she is us." —RC

---

**"Resources for Local Government Support,"** compiled by Adam Quan, in *Economic Development and Law Center Report*, March-June 1985, \$4/single issue from:

National Economic Development  
and Law Center Report  
1950 Addison Street  
Berkeley, CA 94704

---

For those working in neighborhood development organizations in consort with local government agencies, here's a useful list of national organizations that have expertise in such partnerships. It provides addresses, phone numbers, and descriptions for 13 different organizations, such as Center for Community Change, Conference on Alternative State and Local Policies, National Association of Neighborhoods, and the Urban Land Institute. —FLS



## SPECIAL PULL-OUT SECTION: TOOLS FOR ORGANIZATIONS

*Tools for Organizations is edited by the staff of the Center for Urban Education's School of Management. The school offers classes, publications, and services to nonprofit organizations,*

*public agencies, and other community groups. For more information, contact the School of Management, Center for Urban Education, 1135 SE Salmon, Portland, OR 97214.*



# Communicating with the Media



*The following article is taken from the CUE Oregon Media Guide. It was originally written by former Rainmaker Rhoda Epstein and later revised by Louise Kasper. While all the guidelines listed in the article do not apply in every community, they are generally useful. The complete sixth edition of the guide is available from RAIN. —SS*

The purpose of this article is to provide a tool for community organizations who want to communicate more effectively to the media. Before you begin a publicity campaign, make sure that mass media is what you want to be using. While you are preparing to do this, you might want to think about image, goals/results, timing. What is your message? Who are the publics you want to reach? How do you package your information to reach your audience?

Following are some very basic guidelines on how to communicate with the media.

### Deadlines

- 1) Two weeks in advance. This is generally standard. Some media require three weeks.
- 2) Don't underestimate the amount of time it takes to get things done.
- 3) If you know about events far in advance, some media appreciate an early notification to allow for their planning. A month in advance will enable some monthly publications to use your information. Call to be certain.
- 4) They are few and you are many.

### Press Releases (Also called information releases, news releases)

- 1) Write simple, declarative sentences and be brief. Type and double space all copy, using one side of the paper. One page is a good length, two pages maximum (unless the circumstances are unusual).
- 2) Your opening sentence should summarize what follows

in the rest of the release. Your lead paragraph should contain the five newspaper Ws—who, what, where, when, why—and sometimes how.

3) Your information should be accurate—check the spelling of names, check phone numbers and address, and make sure dates and days of the week agree.

4) You can title or “headline” your release; this gives an immediate indication of what the release is about (not for the purpose of suggesting a headline).

5) The release should have the name, address and phone number of the group sending the release. Letterhead stationary would provide this information. If this is your organization's first contact with the media, send along some basic information about your group on an additional sheet.

6) Include the name(s) and phone number(s) of the person(s) to contact about specifics of the release and/or the event. This prevents an “I don't know what you're talking about” response when the newspaper, radio, or TV station contacts your organization. The phone number is especially important if a volunteer, working at home, is the information source of the news release.

7) Send clean copies of your news release—photocopying and quick printing are fast and inexpensive ways to duplicate press releases.

8) Photos are a complicated area. Most large newspapers prefer to take their own photographs but will accept black and white head and shoulder shots of people. Many smaller newspapers will accept photos. If you are not sure about the paper's photo policy, call. When sending in a photo, identify the subject(s) on a piece of paper attached to the back of the picture. Take care when writing directly on the back of the photo; use a soft marking pen, not a ball point or pencil which leave impressions on the photo. If you have an idea for a possible photo, write a note on your press release and follow up with a phone call.

9) Read the newspapers before you send your release to determine what kinds of stories they are running, the general styles of the newspapers, who are the editors of the special sections, and which reporters cover the types of stories you're sending. If your contact with a newspaper is going to be long term, work on building rapport with a news staff member. And remember to consider the circulation area of the



newspaper. In smaller communities, it is important to focus your news release on a local person's involvement or relationship to your activity or event.

10) News stories, feature stories, and calendars of events are the main avenues of access to newspapers. You may want to consider purchasing an advertisement to make sure your information appears. Remember, paid advertising does not guarantee your news story, feature, or calendar announcement will appear in print.

## Radio Public Service Announcements

1) Public Service Announcements (PSAs) are timed the same length as commercials: 10-, 20-, 60-second spots, because they are programmed along with commercial announcements.

2) 20-second spots are a good standard.

3) When writing your PSA, remember radio is a linear medium, the listener cannot go back to check a point of fact. Uncomplicated messages will be remembered.

4) When typing your PSA, give a contact person and telephone number, date the announcement, and give a kill date (the last day the PSA should be aired). Title it Public Service Announcement. Use all capital letters, double space. When including difficult-to-pronounce names, use phonetic pronunciations inside of parentheses.

5) Some stations like their announcers to deliver the PSAs live in their own styles. Send a copy of your press release along with your PSA. If the station wants to use a pre-written PSA, they have it. If they want to add more information and present it in their own style, they have a press release they can rely on.

6) Many stations that have announcers who do live PSAs put the announcement on 3x5 notecards which get rotated. For a guideline, a PSA typed double-spaced on a 3x5 card is about a 30-second spot (about 75 words; 25 words for 10 seconds, 50 words for 20 seconds, 150 words for 60 seconds).

7) Some stations pre-record PSAs. Some stations want local voices. They prefer community organizations wanting to air PSAs to appoint a representative to come to the studio and record it. (This is more the exception than the norm.)

8) Many if not most radio stations prefer local PSAs. They would rather run a local spot than a national, regional, or statewide PSA. If you are distributing other than local PSAs, a station will prefer to air it if there is a local office or contact. This is called local "tag."

9) Listen to the radio. Pay attention to the kind of music the various stations play, the commercials they run, how they handle public service announcements, and the kinds of audiences they attract.

10) Learn what kind of public service/public affairs programming radio stations do, whether it's talk shows, call-ins, guest interviews, new reports, or documentaries. In some of the small markets, stations are looking for ideas for new public affairs shows. Talk with your local station if you have a program idea; you might be surprised at the response.

## Television Public Service Announcements

1) When planning PSAs for television, think visual.

2) Calendar announcements with the five Ws appearing as words on the screen, which the TV station superimposes over a background tape accompanied by music, are the easiest. Send a fact sheet, including basic information, the admission charge, name, and telephone number of a contact person, to the public affairs department or to "Calendar." It's a good idea to send along a press release for further information.

3) Color slides are a useful, inexpensive way to get your message on television. A single slide might contain lettering (name of organization and phone number) accompanied by either a graphic or photograph to announce a program or event. It is important to have a good graphics person create your slide, for a great deal can be conveyed on just one slide. Accompany the slide with a 10-second script and a press release. Slides can be easily reproduced to send to more than one station. It's a good idea to call the public affairs department before you send or deliver the slide and script.

4) More elaborate video PSAs can be a series of slides, with a voice over, transferred to videotape. Contact the station if you are contemplating such a public service announcement.

5) TV stations have limited time to offer nonprofit organizations assistance in preparing PSAs. TV production time goes into news shows, local productions, and commercials. PSAs are a low production priority.

6) If you are submitting a preproduced videotape, send along a script. All tapes have to be previewed by station personnel before airing, and scripts are helpful.

7) Contact the public affairs department well in advance if you are planning a publicity campaign. If you can interest them in your organization's event, you may get assistance thinking through an announcement.

8) For television news coverage, ask yourself: Is your event newsworthy? Is your event visually interesting? Send a copy of your press release to the TV station's news director well in advance. Follow-up with a call and suggestions for film possibilities.

9) Sometimes TV stations are willing to help sponsor an event—if it holds wide appeal and interest to the station's viewers.

10) Watch television; pay attention to the kinds of public affairs programs that are produced.

## Cable Television

Cable television is another possible avenue. Local origination channels often have bulletin boards that carry public service announcements. Local origination programming (produced by the cable company) and/or community access programming (produced by the public) may also be used to publicize community events. Contact your local cable company to find out what resources it may offer.

GOOD LUCK!



## TOOLS FOR ORGANIZATIONS

### Sample Press Release and Public Service Announcement

#### PSA for Radio Stations

#### Press Release for Newspapers



Center for Urban Education, 0245 S.W. Bancroft, Portland, OR 97201-4271, (503) 221-0984

For further information contact: September 15, 1984  
Judy Boyer, 221-0984 Kill date: October 11, 1984

#### PUBLIC SERVICE ANNOUNCEMENT

IF YOU'VE OFTEN WONDERED WHAT ERIC NORBERG DOES IN HIS SPARE TIME, THIS TIP IS FOR YOU. KWIP GENERAL MANAGER, ERIC NORBERG, WILL BE FEATURED SPEAKER AT A CENTER FOR URBAN EDUCATION WORKSHOP, TITLED, "COMMUNICATING WITH THE MEDIA - RADIO," THURSDAY, OCTOBER 11 FROM 7 TO 9:30 PM AT THE CENTER FOR URBAN EDUCATION, 0245 SW BANCROFT IN PORTLAND. COST OF THE WORKSHOP IS \$20. TWO OTHER WORKSHOPS ARE ALSO OFFERED. NEWSPAPERS WILL BE THE SUBJECT, OCTOBER 7, AND A WORKSHOP ON TELEVISION IS PLANNED FOR OCTOBER 21. FOR MORE INFORMATION ON THE MEDIA WORKSHOPS, CALL THE CENTER FOR URBAN EDUCATION IN PORTLAND, 221-0984. THAT NUMBER IS 221-0984.



Center for Urban Education, 0245 S.W. Bancroft, Portland, OR 97201-4271, (503) 221-0984

September 15, 1984 Contact: Judy Boyer, 221-0984

#### For Immediate Release

#### MEDIA WORKSHOPS SET FOR OCTOBER

The Center for Urban Education will present three communicating with the media workshops - newspapers, radio and television - October 4, 7, and 11 at 0245 SW Bancroft.

The workshops are designed for persons involved with community organizations and interested in developing practical skills in relating to the media.

Steve Clark, The Gresham Outlook and Jeff Wohler, The Oregonian, will discuss newspapers, 7 to 9:30 pm, Thursday, October 4.

On Thursday, October 11 from 7 to 9:30 pm, Eric Norberg, KWIP General Manager, will present the session on radio.

Joella Werlin, KATU-TV Public Affairs Director, will present the television workshop, 7 to 9:30 pm, Thursday, October 18.

The sessions will include discussion of writing news releases, radio, and television public service announcements and an orientation to the languages of print, radio, and television.

Registration fee is \$55 for the three workshops or \$20 for individual sessions. Pre-registration is required. For more information contact the Center for Urban Education.



## TOOLS FOR ORGANIZATIONS

### ACCESS: Organizational Development

**"Raising Money from Churches,"**  
by Gary Delgado, *Grassroots Fundraising Journal*, February 1986,  
\$3.50/issue, \$20/year from:  
Grassroots Fundraising Journal  
PO Box 14754  
San Francisco, CA 94114

With shrinking government resources and intense competition for foundation dollars, many nonprofits are looking around for new sources of support. In this article Gary Delgado, director of the Center for Third World Organizing, provides a basic introduction to securing support from local churches and national church organizations. He is particularly effective in spelling out what you need to know and do at each stage in the process. The article also provides access information on related publications and some national church funding resources. This seven-page article is the best guide I have seen for community groups exploring church support for the first time.—SS

**"Directory of Useful Organizations,"** by Elizabeth Moss, *Conserve Neighborhoods*, January 1986, \$15/year from:

Conserve Neighborhoods  
Preservation Press  
National Trust for Historic Preservation  
1785 Massachusetts Avenue, NW  
Washington, DC 20036

If you are involved in a local community group and want to know how organizations at a national level might be of help to you, this compact directory is a good starting point. The directory provides information on 42 national nonprofits that offer assistance to local community groups. Organizations are listed by the following categories of expertise: citizen involvement, technical assistance, neighborhood alliances, housing and community development, cooperatives, economic development, energy, land use, preservation, and the arts. Each listing includes: basic access information (including phone numbers), key services, membership fees and benefits, and publications. This issue alone is worth the price of a one-year subscription (10 issues) to *Conserve Neighborhoods*! —SS

**The Nonprofit World Report,**  
bimonthly, \$59/year from:  
The Society For Nonprofit  
Organizations  
6314 Odana Road, Suite 1  
Madison, WI 53719

For some time now I have been reading *The Nonprofit World Report* and frankly I'm impressed. Published by The Society For Nonprofit Organizations, it consistently gives the best broad coverage available of issues of concern to nonprofits. As editor Jill Muehrcke wrote to us at RAIN, the magazine "emphasizes practical, concise, 'how-to' content and speaks to the important issues facing nonprofit organizations and their leaders, regardless of service area."

This philosophy was illustrated in a recent issue which included such articles as: "Nonprofits in Competition with Private Enterprise: Where Is It Leading?" and "Six Steps to More Effective Annual Reports." In addition to articles, the magazine has regular departments that focus on legislation and administrative rulings, the nonprofit as entrepreneur, technology, fund raising, and book reviews.

For some this outstanding publication will have one drawback—price! People who subscribe right away may be able to take advantage of a special price reduction from \$59 to \$39 a year. Even at the regular price the value of the information provided makes this magazine a bargain. —SS

CRITERIA	VOLUNTARY	SECTARIAN	QUASI-PUBLIC	PRIVATE	PARA-CORPORATE
<b>Origins</b>	Civil Endeavor	Religious Mission	Statutory Mandate	Individual Enterprise	Civic Endeavor
<b>Purpose</b>	Community Service	Community Ministry	Policy Implementation	Private Ends	Community Service
<b>Mission Determination</b>	Internal/Volunteer Board	External/Parent Body	External/Government	Internal/Proprietor	Internal/Board and Executive Staff
<b>Dominant Elite</b>	Board	Parent Body	Official Overseers	Executive Personnel	Executive Personnel
<b>Board Empowerment</b>	Membership	Parent Body	Government	Proprietor	Membership
<b>Board Appointment/Composition</b>	Volunteers Elected by Members	Staff and Others Named by Parent Body	Volunteers Elected by Members	Staff and Others Named by Proprietor	Volunteers and Staff Elected by Members or Stipulated in Bylaws
<b>Start-up Funding</b>	Voluntary Contributions	Voluntary Contributions and Parent Body Subsidy	Public Funds	Private Capital	Voluntary Contributions
<b>Operating Revenues</b>	Voluntary Contributions, Service Fees, Public Funds	Voluntary Contributions, Service Fees, Public Funds	Public Funds	Service Fees	Voluntary Contributions, Service Fees, Public Funds

#### A Proposed Typology of Nonprofit Corporations

*This matrix summarizes the five main nonprofit types.*

*(From The Nonprofit World Report)*



## ACCESS: Society

**The Elmwood Institute**  
PO Box 5805  
Berkeley, CA 94705

The Elmwood Institute, recently founded by Fritjof Capra (author of *The Tao of Physics* and *The Turning Point*) and a circle of colleagues, bills itself as "a greenhouse for ecological visions." It is a "think-and-do-tank" seeking to build a bridge between innovative thinkers, policy makers, and grassroots organizers, to facilitate the shift from mechanistic and patriarchal modes of thought and behavior to a more holistic and ecological approach.

The institute's policy-making board has several members whose names will be familiar to RAIN readers, such as Charlene Spretnak, Hazel Henderson, Ernest Callenbach, and Walter Truett Anderson. The list of "Elmwood Peers," the advisory network of the institute, reads like a veritable Who's Who of the alternative movement.

Elmwood has sponsored forums on holistic health, Green politics, science and ethics, and "new paradigm thinking." With a \$25/year membership you'll receive Elmwood's quarterly newsletter, containing reports on the institute's activities, book reviews, and other news of interest. By promoting the cross-fertilization of ideas from such an impressive array of innovative thinkers, the Elmwood "greenhouse" should produce a bountiful harvest. —FLS

*Social Policy*, quarterly, \$20/year from:

Social Policy  
33 West 42nd Street  
New York, NY 10036

Even though I regularly read or scan hundreds of periodicals in my job at RAIN, occasionally I make an exciting "new" discovery of a magazine that has actually been around quite a while, and I wonder how I ever got along without it before. *Social Policy* is such a magazine. Although in its 16th year of publication, I saw my first issue just a few months ago. I've now seen two issues and they've made me a convert.

Being somewhat of a generalist myself, I'm pleased with the broad ground it covers. But mostly I'm pleased with the way the issues are covered. The perspective fits into no simple ideological pigeonhole. Intelligent without being

stilted, *Social Policy* brings insight and innovative thinking to probe into difficult questions—often questions I hear few others asking. Though progressive in its concerns for social issues, you'll find few liberal pleas for increased government to solve our problems. Personal and community empowerment seems to be the ideal sought here, but ideals alone are no substitute for ideas and information, both of which you'll find in abundance.

Here's a sampling of what I found in the 1985 Summer and Fall issues (the magazine seems a little behind schedule—we got our fall issue in February): articles on the "new populism" by Frank Riessman (editor of *Social Policy*), Harry Boyte (author of *Community Is Possible* and *The Backyard Revolution*), Robert Bellah (co-author of *Habits of the Heart*), and others; Barry Commoner on how to have both economic growth and environmental quality; John McKnight (author of "John Deere and the Bereavement Counselor" in RAIN XI:6) on meeting human needs while reducing the welfare state; and other insightful articles on education, health care, employment, and aging. First rate analysis throughout. —FLS



*The Future Is Not What It Used to Be: Returning to Traditional Values in an Age of Scarcity*, by Warren Johnson, 1985, 246 pp., \$16.95 (hardback) from:

Dodd, Mead  
79 Madison Avenue  
New York, NY

The bad news, according to Warren Johnson, is that the affluence of modern industrial society is facing inevitable decline due to diminishing resources. The good news is that that affluence wasn't good for us anyway, and that in making the changes necessary to adapt to the decline, we can return to a healthier, more wholesome way of life. Johnson, who wrote *Muddling Toward Frugality* in the late seventies, seems to argue for planning for frugality in this book, which describes how we can learn to live with less, and recreate work life, family life,

and community life.

It's never quite clear in the book whether this new way of life is a moral imperative or a historical inevitability, but it does appear that we're better off anticipating the end of the industrial era and planning for life in a different kind of world.

The message of the book seems to contradict the spirit of the times. Been to the gas station lately? See, we've got plenty of gas, and cheap, too. We've got America moving again! Johnson would argue that the recently restored faith in economic growth cannot be long sustained in the face of basic biophysical limits. Certainly he's right, but his vision of the future at times seems a bit too bucolic, kind of like grandfather talking about The Good Old Days, and has little to say about the impact of computers, robotics, and other significant innovative forces. (Just further manifestations of the Bad New Days?) However, if you are looking for some of the broader philosophical arguments to tie together various efforts to create a simpler, less wasteful, more community-based way of life, this is one place to find them. —FLS

*Declaration of a Heretic*, by Jeremy Rifkin, 1985, 140 pp., \$7.95 from:  
Routledge & Kegan Paul  
9 Park Street  
Boston, MA 02108

Social critic Jeremy Rifkin, author of *Algeny*, *Entropy*, and other insightful works, has offered a brief synopsis of the position that all his thinking and research has led him to. This slim volume describes the two most significant scientific developments of the twentieth century: the split atom and the engineered gene. These two developments have unleashed powers, and dangers, unlike anything known in human history. But not content to decry the particulars of these two developments, Rifkin unleashes a feverish attack on the entire "scientific worldview" that spawned them. It is this rejection of the scientific worldview, developed for the purpose of controlling and exploiting the world, and his call for a new kind of "empathetic consciousness," that marks him a true heretic.

This impassioned declaration seeks to put into focus issues that are so big and so basic that we don't normally give them much thought. However, it's more of a summing-up than a groundbreaking new treatise. —FLS



## ACCESS: Women

***This Way Daybreak Comes: Women's Values and the Future***, by Annie Cheatham and Mary Clare Powell, 1986, 258 pp., \$12.95 from: New Society Publishers 4722 Baltimore Avenue Philadelphia, PA 19143

Whatever happened to the women's movement? Although we've heard much about the decline of feminism in recent years, *This Way Daybreak Comes* paints a very different picture. The book is not only a necessary up-date on the vitality of the women's movement, it is also an inspiration to everybody who wonders how women can have an impact on creating a more livable future.

The book was written by Annie Cheatham, the former director of the Congressional Clearinghouse on the Future, and Mary Clare Powell, a writer and visual artist. The authors spent four years, traveling 30,000 miles, to find out what has become of women in the eighties. They interviewed 1,000 women throughout the U.S. and Canada—some well-known, some not so well-known—about their visions of the future and how they are working towards the realization of these visions.

The result is a moving, hopeful documentary: women are becoming more and more active, though not necessarily in ways likely to make media headlines. The women described in the book—artists, mothers, teachers, poets, lesbians, doctors, wives, nuns, lawyers—enter every aspect of today's society and reclaim it as their own. They are taking charge of their lives, the planet, and the future.

Not satisfied with merely equal pay and equal job opportunities, these women are actively seeking to change existing structures and to create a more wholistic approach to their life and work. Whether they design new architectural forms, build alternative teaching facilities, create new artistic expressions, fight against oppression and nuclear arms, or reconstruct their communities, these women are working towards a more, inclusive, more peaceful, more life-affirming future.

The book is divided in three parts: "Women Relate," "Women Create," and "Women Heal." The first part deals with the personal level, discussing women's spirituality, women's role as lovers, and women in family structures. The second part looks at women and their work, showing women's involvement in a

variety of professions. Part three of the book takes on a more political tone, showing women working to protect the earth, fighting oppression and discrimination, and struggling for peace. The entire book is enriched by beautiful photographs of women's artwork.

*This Way Daybreak Comes* is a book about the future in that it looks at ways in which a new kind of society can be created. And it is a feminist book in that it portrays women as capable builders of the future. In fact, the book began as "The Future is Female" project. It was so titled not because there is no room for men in the future, but because the authors believed that a shift toward more "female" values, such as nurturing, caring, and healing, is necessary if we are to have a future worth living in. This book belongs on the reading list of every feminist, humanist, futurist, and political activist. —Karin Herrmann

*Karin Herrmann is a graduate student in Women's Studies at Portland State University and a member of the Northwest Women's Spirituality Network.*

***Educating for Peace: A Feminist Perspective***, 1985, 175 pp., inquire for price from:

Pergamon Press  
Maxwell House, Fairview Park  
Elmsford, NY 10523

Worldwide, women are victims of violence from war, but also from rape, battery, dowry murder, ritual genital mutilation, and so on. Direct violence against women exists in every "peaceful" nation, and structural violence such as food scarcity is statistically more pronounced against women. Addressing violence against individuals should be important to broad-thinking peace educators for its own sake, but the attitudes that produce this violence are also related to the war mentality between nations.

The socialization of males and females throughout the world is geared toward producing a militaristic, male-dominant hierarchy. Boys are taught to identify with victors rather than to empathize with victims. They are more often physically punished than girls, and a correlation exists between adult aggression and childhood physical punishment. However, girls are much more strictly controlled (verbally) as far as the acceptability of showing aggression, or rebelling from their role of giving way to



*From This Way Day Break Comes. Blanche Derby. Herbalist Jacket. 1980. Silkscreen and Handpainting on Fabric.*

the desires of others. Girls consistently showed more likeliness to use cooperation or negotiation in their interrelations, and boys, aggression.

Many studies and examples of militant male socialization are given. None of these ideas are revolutionary, but still are not widely addressed in mixed-sex peace organizations, including the United Nation's organization for which Birgit Brock-Utne's original paper was written.

In educating for peace, a complete restructuring of our competitive educational system, would be required to bring about any major shift away from militant thinking. "Women's values" of nurturing and negotiating need to be offered as a model for both sexes.

Women find that to fight militarism, they have to fight for their own right to be heard. Earlier feminist peace workers who made very significant contributions to world peace, but who have been made invisible by patriarchal histories, are cited. Descriptions of feminist peace movements around the world, from Japan to Australia are included. This book is not a major theoretical piece, but a useful background. —JM



---

## ACCESS: Good Reading

---

***Always Coming Home***, by Ursula Le Guin, 1985, 523 pp., \$25 (including cassette tape) from:

Harper & Row Publishers  
10 East 53rd Street  
New York, NY 10022

In a recent reading in Berkeley, Ursula Le Guin contrasted *Always Coming Home* with the kind of story that whisks you away, as if the author were driving the car. Instead it's like a house you walk into—you have to decide where to start, in what order you want to go, and what you'd like to take home.

Inside you'll find stories, poetry, drawings, and notes about the invented people (the Kesh) and place that Le Guin has offered as a possible future. This is not an encyclopedia of clever fantasy, but a vision of a people that compel us to imagine how we could invoke aspects of their culture in our own.

"The people in this book might be going to have lived a long, long time from now in Northern California," after the destruction of most of our present culture. Land masses have changed drastically and outlying lands are still

poisoned from past industrial waste, but the people in the valley have learned to be part of the natural world around them, taking sparingly of its resources and sharing with the non-human "people" (the birds, animals, plants, rocks) there.

In the valley towns the people belong to one of five "Houses of the Earth": the Obsidian, Blue Clay, Serpentine, Yellow Adobe, and Red Adobe. Although they do not all live together, members are considered extended family.

"In a Valley town everybody had two houses: the house you lived in, your dwelling-place, in the Left Arm of the double-spiral-shaped town; and in the right Arm, your House, the heyimas. In the household, you lived with your kinfolk by blood or by marriage; in the heyimas you met with your greater and permanent family. The heyimas was a center of worship, instruction, training, and study, a meetinghouse, a political forum, a workshop, a library, archive, and museum, a clearinghouse, an orphanage, hotel, hospice, refuge, resource center, and the principal center of economic control and management for the community..."

Their towns provide a framework for

living in which people are considered wealthy if they can contribute much to the community. It is not a Utopia; they must learn and re-learn how to live in a sustainable manner and deal with militant outside influences. They are not one-dimensional and so are more interesting to meet.

The first valley person we meet is Stone Telling. Hers is the history of a young woman caught between her Kesh mother and outsider father in their inability to reconcile each other's cultures. She loses her community and freedom when she journeys to the warring, patriarchal land of her father. The stones that speak their message to her, and the images of water running and pooling make this story feel like a spiritual dance.

Other stories range from the hilarious exploits of Coyote, in the war between the humans and the bears, to the cosmic funk of "A Hole in the Air." The book encourages non-linear reading, reading aloud, and chanting with the beautiful tape of "Kesh music" that accompanies the book. You will be missing an inspiration, a lot of fun, and a culmination of many aspects of Ursula Le Guin's brilliant writing if you miss *Always Coming Home*. —JM

---

## ACCESS: Communication

---

***Getting it Printed: How to Work with Printers and Graphic Arts Services to Assure Quality, Stay on Schedule, and Control Costs***,

Mark Beach, Steve Shepro, and Ken Russon, 1986, 236 pp., \$29.50 paperback, \$42.50 hardbound from:

Coast-to-Coast Books  
2934 NE 16th Avenue  
Portland, OR 97212

Finally an all-in-one tool covers everything about "getting it printed" from start to finish. For those who have used Coast-to-Coast's *Editing Your Newsletter: A Guide to Writing, Design, and Production*, (reviewed in RAIN circa 1982), *Getting It Printed* follows as a comprehensive volume for anyone who plans, designs, or buys printing. The "It" here refers to printed products ranging from brochures, newsletter, and posters to magazines and books. Intended for those who work with printers or graphic arts

services, this well-written volume serves as a tool for learning about the design, technical, and business aspects of the printing and graphics industries. The authors' cumulative experience as publisher, printing sales representative, and graphics arts consultant, respectively, contributes to the depth and breadth of the subjects discussed.

The book is organized in ten chapters spanning the life of a printed product—from planning through delivery. Concepts, processes, and services including halftones, typesetting, laser printing, and paper characteristics are explained. More than 100 clear and detailed illustrations, charts, photographs, and checklists are included as well as a 500-work glossary, a guide to producing 110 printed products, metric conversion tables, a thorough list of trade associations, an annotated bibliography, and an index.

The initial chapter on planning presents measurable quality standards for printing: basic, good, premium, and

showcase. These standards, referred to throughout the book, guide the reader on making plans and decisions about quality, cost, and schedule from color separation to binding and packaging. Camera-ready forms to help write specifications, request quotations, and organize schedule are available in the appendix and can be copied for the reader's use.

The final chapter discusses "honest business" and common sense approaches to working with printers whether they are in-house, commercial, or specialty shops. For example, this section provides a chart detailing "How to Analyze a Job for Payment," and includes sound advice on how to negotiate with a printer. The 1985 trade customs for the printing industry are presented with each of the 18 customs analyzed from both the printers and buyers point-of-view. —Mimi Maduro

*Mimi Maduro is part of the RAIN Reading and Dining Salon and helped with the content editing of Getting It Printed.*



# Small Is Sensible: Richard Munson on the New Era of Electricity Generation

Interview by Michael Phillips

*A combination of high utility rates and federal rules are spurring a new generation of "electric entrepreneurs" who are selling utilities power generated by wind machines, solar cells, cogenerators, and small hydroelectric facilities. These entrepreneurs are starting to change the face of the electric utility system by challenging the power production monopoly utilities have enjoyed for 60 years.*

*In The Power Makers, (Rodale Press, 33 East Minor Street, Emmaus, PA 18049, hardcover \$16.95) author Richard Munson, founder of the Solar Lobby, details the background, current status, and future prospects of small power generation. The book also outlines the reasons for the utility industry's current woes, including overinvestment in uneconomic nuclear power plants and the lack of innovation and adaptation within utility management during an era of higher costs and lower demand for electricity.*

*In the following interview, Munson maintains that the era of the large, centralized power plant is over and that America's energy future belongs to those emerging entrepreneurs who can generate electricity at the lowest cost. —Michael Phillips*

**RAIN:** Several years ago small power producers or "electric entrepreneurs" were almost unheard of or at least not as prevalent as they are today. What has changed? How come they're more prevalent?

**Munson:** There really has been a revolutionary change in the electricity business. These independent power producers, who as you say a few years ago were dismissed as a bunch of backyard tinkerers with limited potential, are now a multi-billion dollar industry. Hundreds of new companies and entrepreneurs as well as some of America's biggest businesses

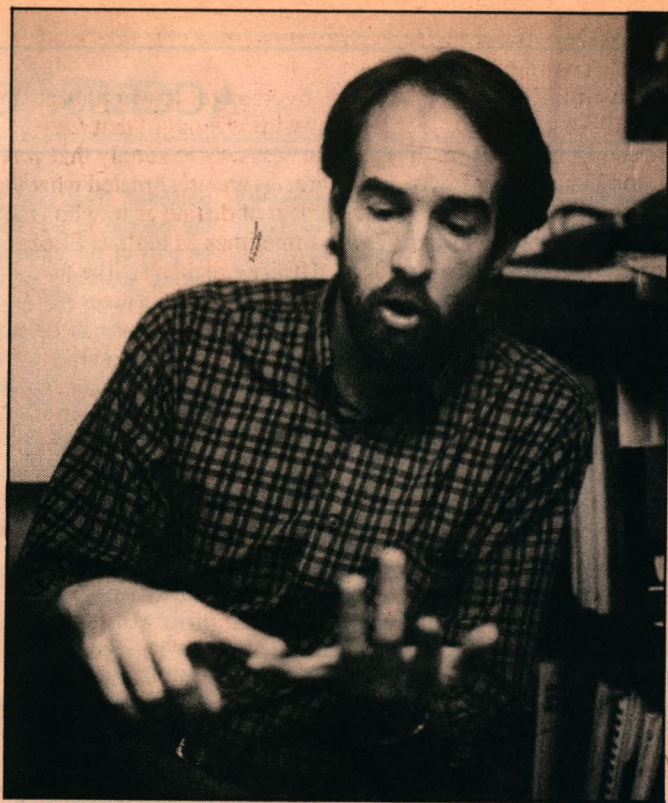


Photo by Michael Phillips

are now involved in this. The change, I think, results because of two causes. The most obvious is economics. That is, the cost of electricity from utility monopolies has gone through the roof, particularly for those utilities that have been building nuclear power plants that have gone over budget. Therefore, it's given entrepreneurs, who think that they can generate electricity cheaper than the utilities, a wonderful opportunity to try their hand.

The second is a law that was passed back in 1978 by Congress when they were trying to encourage the development of alternative technologies. That law, the Public Utility Regulatory Policies Act, or PURPA, allows an entrepreneur to sell electricity back to the utility company. At the time that it was debated and passed, oddly enough the electric utility companies overlooked it entirely and lobbied on other issues, I think arrogantly believing that no one other than a utility engineer could possibly build an electricity generator and run it. Lo and behold, the law was passed, President Carter signed it, and a bunch of independent power producers began to build their own electricity generators and approached the utility monopolies and said, "I'm here. Let's sign a contract. I want to sell you electricity." The utilities basically panicked, and filed a series of lawsuits which finally reached the Supreme Court in May of 1983, and the Court unanimously upheld the law.

So I think the combination of economics and Congress saying that indeed some form of competition on the electricity market would not only encourage the development of alternative technologies but be good for the consumer as well, I think those two things have really given the push to independent power producers.



**RAIN:** As for the first thing, the soaring electric rates, what's causing those?

**Munson:** The primary cause is overbudget power plants. In the 1950s and 1960s the electric utilities thought that they needed a lot of power and that the best way to supply that was through nuclear reactors. They greatly underestimated what the costs would be. There is a great deal of debate as to who is to blame for cost overruns that are sometimes as high as fifteen times over the original budget. Utility executives like to claim that it's the fault of a bunch of crazy environmentalists and regulators who forced a series of new regulations on them that were all quite costly. And there's some truth to that. There's no denying that after the Three Mile Island nuclear accident there were a series of new regulations to try to assure that the reactors were as safe as possible. And they did cost money.

*Forbes Magazine* however, in a cover story last year, admitted that they had been wrong in blaming environmentalists and regulators, and said that the real blame for overbudget reactors has to be laid at the feet of utility managers themselves. They called the U.S. nuclear program the largest managerial disaster in U.S. business history. The problem, I think, is that utility managers for so many years have been monopolists. That is, they have been the only ones allowed to generate and distribute electricity. As a result of that, they've had no incentive to innovate, and I think they've had no incentive to keep costs under control. Sure, it hurts when the cost of a nuclear reactor goes five times over what it's supposed to be. But they also can pass the costs on to consumers, so it really doesn't hurt them at the bottom line.

Therefore, I think the rise of independent power producers and the rise of competition is a real step in the right direction for consumers and for the electric utility industry itself, because that introduction of competition will provide the accountability that's been lacking over the past several years. **RAIN:** In the book, you seem to suggest that the utility industry, with few exceptions, has not really learned the lessons that the marketplace is trying to teach them. Is that in fact the case, and what is their attitude toward the electric

---

*These independent power producers, who were a few years ago dismissed as a bunch of backyard tinkers, are now a multi-billion dollar industry.*

---

entrepreneurs? Are they taken seriously by the utilities?

**Munson:** I think electric utility executives are very schizophrenic about the new entrepreneurs. Most, and I would say upwards in the 90 percent category of utility executives, ignore the phenomenon entirely. I have gone to utility conventions where chief executive officers of major utility companies do not know what cogeneration is. I was blown away. And most have absolutely no conception that we are talking about a multi-billion dollar industry out there that's generating electricity that is not part of the utility monopolies. So first you have this category of people who ignore it. You

also have people who recognize that it's a phenomenon and oppose it as stringently as possible.

There is however, an interesting, new, small but growing class of utility executives who are beginning to realize that it's in their best interest to do business with independent power producers for the simple reason that the last time utility executives went out to build their own power plants, they got royally burned. Their plants were well over budget, and they were being hassled by regulators and consumers and everybody

---

*I think the age of centralized power plants is over.*

---

else. So they say, "Why should I bother risking my money, going to Wall Street and dealing with all the hassles up there, getting all the regulatory permits, when some crazy entrepreneur is willing to take all the risks and all I have to do is buy the power from him?" So they are beginning to say, "My goodness, indeed the competitive marketplace has some advantages for me as well." And it's my hope that other, more recalcitrant utility executives will begin to learn that lesson and open up the market because I do believe that some competition will benefit them as well as benefit consumers. **RAIN:** So utilities will just stay with distribution, but move away from generation?

**Munson:** My guess is that today's utility companies will probably divest themselves of their generation units, and let them go off as their own business competing against today's entrepreneurs in trying to generate electricity as cheaply as possible. And then the other side of the utility industry, which is a huge side—it's a major business distributing electricity—will probably either remain as a regulated, privately-owned utility company, or indeed in many instances you might see city governments or state governments trying to take over that distribution. Therefore, it might become a publicly-owned or government-owned distribution monopoly. **RAIN:** How do you view ventures such as the Southern Company's (the holding company of Alabama Power, Mississippi Power, Georgia Power, & Gulf Power) new move into manufacturing photovoltaic cells?

**Munson:** If the utility companies are not using profits from their regulated monopoly side to finance their ventures into new areas, and therefore hurt new businesses that don't have the ability to siphon off some money from their own monopoly ventures, then I have no problem with it. In fact I think the diversification of electric utility companies will be in their best interests and the consumers' best interests in the long run. **RAIN:** In the book you mention that there are some utility executives who say that they'll never build another power plant. When you combine that with the calculations of Amory Lovins that show that the new efficiency improvements coming on line are cheaper than running existing ones, what is the outlook for new power plants?

**Munson:** I think the age of centralized power plants is over. Probably the most important aspect in today's electricity market is uncertainty, particularly about what the future demand for electricity will be. The projections as to how much power we will need five years from today have never been so



varied. As you mentioned, we do indeed have Amory Lovins on one side who is saying you can probably close down 20-30 percent of today's existing power plants by using more efficient appliances and engines. And his case makes a great deal of sense.

On the other side you have people who are claiming that the demand for electricity will return to the ages of the 1950s, and therefore we will need 400, maybe even 500 new power plants before the end of the century. They make their case by claiming that although the economy is becoming more efficient, it's becoming more electrified. And you can point to computers and robots and lasers and a variety of other things that somewhat buttress their case. And so where, perhaps in the middle, is the demand going to be? And if you're wrong, one way or the other, the costs are just tremendous. You're talking billions of dollars if you're a half of a percentage point off in either direction.

So the issue is: How do you deal with the uncertainty? You certainly don't deal with it by building large power plants that take 12 years to build. You don't know whether or not you're going to need the power in 12 years. Where I think the answer lies is in having the ability to build smaller facilities, those being less than 50 or even 100 megawatts. These can be built in a year or two years, and can respond more accurately and quickly to what I think will be a fluctuating demand.

One of the biggest reasons why you're not going to have centralized power plants is Wall Street, which is unwilling to take the risk of putting forth the money for centralized power plants that are going to take 12 years to build when we don't know if the power is going to be needed. Wall Street is extremely skeptical of utility companies at the moment because they got royally burned by watching cost estimates go through the roof for the last generation of nuclear power plants.

---

*We are not dealing with technologies so complex and capital intensive that only the oil companies and the large engineering firms can participate. The entrance fee into this marketplace is not so high that an entrepreneur can't hustle enough to enter and make a living doing this.*

---

**RAIN:** Is it ever going to be practical for the average homeowner to become a small power producer, or is it going to remain the province of corporations and joint ventures and to some extent, local governments?

**Munson:** The honest answer is I don't know. It really depends upon technological advances. The technology that people are very excited about and which I think has the best potential is the small cogeneration system. The cogenerator is that machine which basically produces both heat and electricity by burning a single fuel. They are now used in applications as

small as McDonald's Restaurants, Holiday Inns, and things of that sort. And there are some prototypes that are being used for individual residences where you burn natural gas, peach pits, waste, whatever, and supply the heat and electricity required for your home. Indeed you can find numerous examples where they're saving a good deal of money for individual residences. The issue is whether they can make the machine maintenance-free enough so that it can be placed in somebody's basement and basically forgotten about for a year. There are many people who think that that will happen.

The other very attractive technology is photovoltaic cells, which convert sunlight directly into electricity. The price of

---

*How do you deal with uncertainty?  
You certainly don't deal with it by  
building large power plants that take 12  
years to build.*

---

those has dropped dramatically since the days they were first installed on satellites. They still need to drop to the point where it would be beneficial for you to go to a store and buy, say, photovoltaic shingles to put on your roof. And those shingles would not only protect you from the rain but also supply the electricity for your home. Again, there are some examples where people are using photovoltaics in their own home. There aren't many, and if the technological advances do come that many people expect, in several years we may be looking at individualized, home-oriented power plants. For people talking about energy self-reliance, you're talking about the dream come true.

**RAIN:** Well, if it's uncertain whether homeowners will be power producers, you also suggest in the book that it's also a possibility that the future of small-scale power producers may belong to ARCO and Bechtel and General Electric.

**Munson:** There's a possibility of that. My guess is that it won't. That's primarily because we are not dealing with technologies so complex and capital intensive that only the oil companies and the large engineering firms can participate. In other words, the entrance fee to participate in this marketplace is not so high that an entrepreneur can't hustle enough to be able to enter and make a living doing this. I think we'll certainly have a number of entrepreneurs who will fail, and there will be fly-by-night operators, but I think what we'll be looking at is a real competitive marketplace.

**RAIN:** What about the people that fail? Electricity production is not something we want to be iffy about. We want to make sure that when we need the electricity, whether it's in a home or in industry, that it's there. Is it a problem relying on unregulated companies that are small and therefore more risky and which could go bankrupt?

**Munson:** I think that we'll actually find strength in diversity. Today we basically rely on a single monopoly that tends to have one or two centralized power plants. If one of those powerplants has a problem, for whatever reason—lightning, natural disaster, what have you—and it's down, we're facing a serious problem on a widespread basis throughout the utility



system. Whereas if we have a series of independent power producers who are using an array of technologies, the likelihood that a large number of those will fail at the same time is rather minimal. You're clearly going to lose a few entrepreneurs simply because they don't do their business well. But I think a variety of power producers will give you more security than we currently have.

**RAIN:** There are certain states or regions of the country which seem to be promoting independent power production more than others. What are some of the noteworthy examples, and what should other states and local governments be doing to follow their lead?

**Munson:** Well, it's not surprising that the record of the states is rather mixed. That's because although the PURPA legislation was passed in 1978, it really wasn't upheld until 1983. So a lot of state regulators didn't do much to implement the law until 1983. Only now are they in the process of trying to develop the rules and regulations to implement it.

You could look at a variety of states that are taking the leadership—Texas, Maine, California, Michigan, New York, Florida. A series of regulators have gone out of their way to ensure that the marketplace does open to competition. In several of these, the results have just been extraordinary. In California, for example, three years ago, independent power producers supplied only about 100 megawatts of electricity. Today they supply about 2,200 megawatts on line. That's the equivalent of the Diablo Canyon nuclear reactors, brought on

line in one fifth the time, one eighth the cost, and one one-thousandth the controversy. They've got another 9,000 megawatts that are under contract and under construction. When those get completed in two or three years, you're talking over 10,000 megawatts, which is 25 percent of California's electricity, coming from independent power producers, people other than the utility monopolies. That's a revolutionary, rapid change.

In Maine, by the end of the decade they expect 30 percent of the power to be coming from independents. In Texas,

---

*In California, three years ago independent power producers supplied only about 100 megawatts of electricity. Today they supply about 2,200 megawatts. That's the equivalent of the Diablo Canyon nuclear reactors, brought on line in one-fifth the time, one-eighth the cost, and one-thousandth the controversy.*

---

independents supplied about 1,300 megawatts of new electricity within the last two years alone.

So where the regulators have opened up the marketplace, I think you've seen incredible growth. However, you still have to realize that it's a competitive marketplace, and the market is going to regulate where the independents do well.

Independents will probably do best in those areas where either utility companies are now buying expensive fuels—like oil or natural gas—or where a utility company thinks that it needs to be building new power plants, and the entrepreneurs believe they can build the power plants cheaper and faster than the utility company.

The corollary is that in those areas where the utility is using inexpensive power—like an old hydroelectric facility that has been paid off for 20 years—or in areas where the utility is not thinking about building new power plants, then it's probably unlikely that an independent power producer can generate electricity cheaper than those old hydroelectric plants. So I think the market will be the determiner of where independent power producers really flourish, assuming that the regulators do implement the PURPA law.

**RAIN:** Lastly, the environmental issue, which has been raised in a number of places, especially with respect to new small dams and to some extent with air pollution from cogenerators. How do you respond to that? Is that much of a problem?

**Munson:** It could be a problem. In the Northwest it has become a problem because there have been hundreds, if not thousands, of entrepreneurs who would like to go out and put new dams on a variety of the rivers throughout the Northwest. It's a problem for two reasons. One is that there are some



*Small power production (Illustration by Cherry Britton)*



good environmental reasons for not destroying some of these rivers because of the fish and the wildlife and the flooding problems that would result. The second is that there are probably more economic ways of supplying power throughout the Pacific Northwest than these hydroelectric facilities would allow, those being many of the energy conservation or energy efficiency provisions in the plans put together by the Northwest Power Planning Council.

As far as the environmental concerns with cogeneration, indeed they're not totally clean burners. Any time you burn natural gas or waste products, you're going to emit some SO<sub>2</sub> and other pollutants into the atmosphere. The argument from the entrepreneurs is that the new facilities are so much more efficient, in fact probably twice as efficient as existing facilities, and because the environmental regulations are now quite strict on what type of scrubbers and other systems are required, replacing old, rather dirty generation systems with the new, cleaner-burning cogeneration systems will be a plus for the environment. That's not to say that they're totally pure and totally clean, and I think environmentalists need to keep a very close eye on ensuring that environmental standards are met.

**RAIN:** Would you say the same thing for wind farms, as far as how much space they take up, precluding many other land uses, and the whole aesthetic issue?

**Munson:** Well, there currently is a debate in Palm Springs, California regarding the introduction of a large number of wind machines in the San Geronio Pass. A number of the residents think that the entrepreneurs built the windmills either much too close to their property or disrupted their television reception or whatever. To the best of my knowledge, most of those kind of cases have been settled. In other words, the entrepreneurs have admitted that they built their facilities too close to either the highway or to people's homes, and so they just moved them to another area.

That seemed to satisfy people. But indeed, if not done correctly, and not done in a way that satisfies the community, it could present some problems. But I think the move toward alternative technologies that overall are certainly cleaner and safer than the existing ones will be a plus for the environment. And the way I think we're going to get that is by opening up the marketplace to some competition from the entrepreneurs, who have proven themselves in those areas where they've been allowed to exist. ○ ○

## ACCESS: Energy

*Dynamos and Virgins*, by David Roe, 1984, \$18.95 (hardcover) from:  
Random House  
400 Hahn Road  
Westminster, MD 21157

Here is a David and Goliath story sure to inspire any nonprofit activist who has ever gone up against giant institutions in the hope of effecting major societal change. It tells how the tiny but highly talented staff in the West Coast office of the Environmental Defense Fund sought to prove during the late seventies that the plans of America's electric utilities for massive construction of coal and nuclear generating plants made no economic sense. EDF had a simple but revolutionary argument: the environmentally sound strategy of developing conservation and renewables in place of new centralized power plants was also the most economically sound strategy for the utilities themselves.

EDF was taking Amory Lovins' controversial "soft path" argument the next step. Lovins' famous 1976 article in *Foreign Affairs*, setting forth the reasons why an energy future based on conservation and renewables was desirable, captured a good deal of public attention, but the breadth of the Lovins thesis lay it open to charges of impracticality. As author David Roe comments regarding the response of soft path critics: "The [Lovins] calculations might be

interesting as global theory, but they did not provide a set of prescriptions that could be applied in the case of this specific power plant, or that, or the next." EDF sought to remedy this weakness with a test case directed at the nation's largest regulated public utility—Pacific Gas and Electric Company.

EDF staffers used airtight economic analysis instead of environmentalist philosophy to win its arguments before the California Public Utilities Commission. As Roe writes, EDF asked "the dynamo builders to look at alternatives on strictly business grounds—to contemplate nothing more controversial than producing more energy for less money. It was an argument that public utility companies could hardly dismiss as being impractical, or ideologically tainted."

EDF practiced a sort of "intellectual judo," using many of PG&E's own assumptions and methodologies to show that energy growth and the utility's profits could be met better through a soft path strategy than through a massive plant construction program. "Add electricity, or add efficiency to the machines that use electricity; either way, the result is more of the actual service that society wants." EDF's efforts were "not about forecasting at all. It was about cost." The new paradigm meant that EDF could protect the environment from large power plants, and at the same time accomplish this goal by helping the large power producers to continue in

their primary functions—producing electricity and realizing profits.

In one sense, the idea was simple, but it really amounted to nothing less than a call for a major paradigm shift—a new way of looking at the world that emphasized a decentralized, environmentally sound approach to problems. This was something that had already been noted with suspicion by some critics of the Lovins soft path thesis. For all his technical wizardry, Lovins could easily be perceived as a zealot whose goal was a radical reorientation of societal attitudes and institutions.

By adhering strictly to cold numbers—demonstrating that major elements of the paradigm shift made sense, even to PG&E, on economic grounds—EDF also ran up against environmental allies who did chose to emphasize the ideological implications of the new paradigm. (There is an interesting description in the book of how some of Governor Jerry Brown's "small is beautiful" energy specialists responded to the EDF approach.) EDF's ideas, if adopted by PG&E and other utilities, would surely encourage some small-scale, decentralized energy production, but the basic economic power of the large utilities would go unchallenged in the immediate future.

For political activists impatient with institutional resistance and inertia, *Dynamos and Virgins* provides some sobering insights of how difficult major



paradigm shifts can be for individuals and institutions that derive much of their identity and sense of security from the old view of the world. As Roe commented to a fellow EDF staffer as they drove past PG&E headquarters:

"You know ... it's such a modest suggestion. You're telling these guys that they can do just what they're supposed to, and keep on growing just the way they want, and look 15 or 20 percent better on the bottom line while they're doing it. And when they ask how ... [you tell] them that all they have to do is just turn around 180 degrees, and find a lot of people who know about things like refrigerator efficiencies and cogeneration, and then take that building there and a few thousand of those coal and nuclear engineers sitting in it, and throw them into the bay."

The story of EDF's successful challenge to PG&E's singleminded pursuit of the old centralized energy paradigm is itself a telling argument for the efficacy of small-scale problem solving. A handful of environmental scientists, lawyers, and computer hackers successfully chipped away at the planning icon so carefully constructed by an energy institution with infinitely greater resources. In the end, the synergy of EDF's small staff, combined with its better idea, largely won out over the seemingly insurmountable odds.

*Dynamos and Virgins* documents a case study of how the new paradigm is infiltrating the utility world—whether they like it or not. Utilities are slowly but inevitably being pushed toward viewing conservation as a reliable and

cheap resource. The new challenges facing EDF and others will be to continue education on the new paradigm during the current "What, me worry?" atmosphere of temporary energy surplus. During a period when few new resources are forecasted to be necessary, spade work for understanding the paradigm can be accomplished, but it is much more difficult to get the new resources truly adopted when no purchases of any resources are planned. —John Ferrell and Margie Gardner

*John Ferrell is a former RAIN editor. Margie Gardner is a conservation analyst for the Northwest Power Planning Council.*

---

**World Oil: Coping with the Dangers of Success**, by Christopher Flavin, 1985, 66 pp., \$4 from: Worldwatch Institute  
1776 Massachusetts Avenue NW  
Washington, D.C. 20036

---

Since the time this paper was released last July, recent developments in the world oil market have made the book's figures, by the author's own admission, vastly out of date. However, the paper's main observations remain relevant and compelling. The primary reason for declining oil prices, according to Flavin, is worldwide investment in energy efficiency and oil alternatives such as coal, natural gas, and renewables. But Flavin warns against complacency in the face of falling oil prices, and argues that if the prices plummet too far, oil

consumption will once again begin to increase, especially in developing countries. At the same time, investments in efficiency and oil alternatives will taper off. Under such a scenario, the Organization of Petroleum Exporting Countries will begin to increase its market share again.

Already, Flavin notes, world oil discovery rates have declined in recent years and surprisingly, most of the reserve additions are from the upgrading of known fields, not from the discovery of new ones. Add to this the fact that non-OPEC reserves are relatively small and U.S. and Soviet production rates seem to be in irreversible declines, and it appears to be only a matter of time before OPEC regains its old clout. The clout will be that much more potent because simple fixes like North Sea oil production will not be available in significant quantities to cushion the substantial price increases.

Flavin's prescription for avoiding such a scenario is further investments in energy efficiency and oil alternatives and international cooperation to stabilize energy markets. —Michael Philips

*Michael Philips is a freelance writer on energy and environment issues in Washington, D.C.*




---

## ACCESS: Environment

---

**PANNA**, quarterly, \$10/year suggested minimum donation from:

Pesticide Education & Action Project  
1045 Sansome Street  
San Francisco, CA 94111

**PANNA**, a newsletter for the Pesticide Action Network of North America, provides the latest information, legislation, events, and resources related to the "Dirty Dozen Campaign." PAN (Pesticide Action Network) is spearheading the international campaign. The "Dirty Dozen" are 12 pesticides thought to be the most dangerous. Though many are banned from use in the U.S., they often return to us in imported products. U.S. Corporations still sell them to developing countries. Reading through the newsletter

will convince you that pesticides are really a global problem with complex ecological, environmental, economic, and political links. —Jenny Holmes

---

**Everyone's Backyard**, quarterly, \$25/year from:  
Citizens' Clearinghouse for Hazardous Waste  
Box 926  
Arlington, VA 22216

---

*Everyone's Backyard* is a dandy newsletter put out by Citizen's Clearinghouse for Hazardous Wastes. This organization, founded by Love Canal organizer Lois Gibbs, equips local leaders to fight for "responsible solutions to the hazardous waste problem." CCHW has a wealth of

resources on topics ranging from "women and burnout" to environmental testing.

A regular column offers legal advice related to toxic issues. Another column, "Organizing Toolbox," gives nuts and bolts information for getting people organized. The latest news on toxics from around the nation is highlighted.

A recent issue describes what makes a good safety plan for toxic cleanup. Ironically, cleaning up a toxics site often means exposing those living nearby, if done improperly. Chemical releases and tracking wastes off site are a few of the hazards a good safety plan can prevent. —Jenny Holmes

*Jenny Holmes has a degree in Environmental Science from The Evergreen State College.*



# Seeking Universal Design Principles



*Dan Hemenway is editor of The International Permaculture Species Yearbook (TIPSY). The 1986 edition, due out in May, includes articles on the global ecological crisis, the farm debt, colony rabbit raising, cultivating hardy kiwis, wild food plants, and a special section on wetlands permaculture with articles by Bill Mollison, Bill McLarney, and Dan Hemenway. A resource section lists about 1,000 groups in dozens of countries working for sustainable lifestyles. TIPSY 1986 is available for \$12.50 from PO Box 202, Orange, MA 01364.*

*Hemenway is also a co-founder of The Earth Regeneration and Reforestation Association (TERRA), which is sponsoring a regional conference on the fate of the forests, locally and worldwide, for the weekend of June 20-22 at Slippery Rock College in Slippery Rock, Pennsylvania. TERRA is encouraging other organizations throughout the world to hold simultaneous conferences. For more information, contact Dan Hemenway at PO Box 202, Orange, MA 01364; 617/544-7810.*

*The following article has been reprinted with permission from the 1984 edition of The International Permaculture Seed Yearbook (now "...Species Yearbook"). A different version of this article appeared in Whole Earth Review, Fall 1985.*

**by Dan Hemenway**

For about 10 years, I have struggled with a way to express a practical philosophy, or perhaps art is a better term, for living according to the principles of nature. During this period, the need to formulate and share such a philosophy has become pressing. Several impending catastrophes, including rapidly spreading desertification of continents, wholesale modification of the global climate, a runaway greenhouse effect, and nuclear war, threaten our Earth. Even without a marked cataclysmic event, we may destroy as many as a fifth of the remaining species of our planet by the turn of the century, with the extinction rate, the carbon dioxide buildup, and various other calamitous prospects increasing to the steep portion of an exponential growth curve.

The starting point for taking responsibility to live in a way that heals and nurtures our environment must be love, love of the Earth. Without embracing this natural love, we can not attain the wisdom and understanding needed to heal the Earth, no matter how informed and clever and scientific we are able to be.

It follows that if we love and respect the arrangements of land and weather and plants and animals which make up the Earth, then we wish to live within the bounds and patterns of these forces and beings. This has been done successfully by a variety of neolithic peoples, such as the Amerindians of the American Northeast. Such peoples accepted and participated in the abundance offered by nature. They did not attempt, as Western society has, to "multiply and subdue the earth."

For a variety of reasons, returning to a neolithic life-style, however desirable, is impossible at this time. No ecosystem on earth in which we can reasonably participate has been left intact. Native peoples from the tundra to the tropical rain forests now find the ecological bases for their ways of life in ruins. If we are to return to a natural way of life on Earth, we must first heal nature, heal the Earth herself. Nothing less



will justify our continued existence as one species of this planet.

In my understanding, "permaculture" is a word to stand for the process of bringing our lives back into participation with the processes of Earth.

To heal the Earth, we must first heal our relationship with the Earth. This means self-healing, for it is we, not the rest of creation on this planet, who are out of balance.

I suggest four steps in this healing process:\*

(1) Observe. Become aware of experience. Observe the natural world and how it works. Look for repeating patterns. Also be aware of your inner "voices" and impulses. You are also a part of nature.

(2) Trust yourself. Try out your impulses. Do what feels beautiful to you. I theorize that our aesthetic sense is an ability much more powerful than our minds in helping us make balanced choices. Beauty may be nothing more than the balance between pattern and randomness that typifies a healthy ecosystem. Trust your observations. Experts are fine as resources but avoid them as authorities. You are the only expert on your experience. It is the only basis by which you can interact with the rest of the natural world.

(3) Respect and honor every being and situation as a unique part of creation. Every person, place, and thing is a unique gift from the universe. Recipes and formulas ignore this uniqueness and your power to respond to it in an appropriately unique way. Seek guidelines, not rules. You belong to one of the most adaptable species on earth. So adapt instead of dominating.

(4) See everything as part of a whole. For that reason, problems which occur together often have common solutions. Ecologies are efficient and durable when all parts support capture, transformation and storage of energy by the whole. Each whole is part of a larger whole, to the point where there are galaxies of galaxies of galaxies of galaxies of galaxies of galaxies. Probably the principle continues beyond that level, but at that point human perception, even aided with instruments and computers, is exhausted.

While I have been working with these principles to heal my own relationship with the earth, I have found that their application has made me aware of eight observations, in four pairs. I do not purport to have discovered any of these observations or natural principles. But, as best as I can tell from my personal experience, this appears to be an irreducible minimum of principles which we can emulate to begin to learn the reconstruction of working ecosystems.

---

\*After using this list for about a year, I realized that each of these steps is also represented by the points of a Native American medicine wheel. The medicine wheel is a circle interrupted by the four points of the compass. The first and second steps here, awareness of self and trust in personal power, correspond with the east and west, representing rebirth and strength respectively. Respect for the uniqueness of creation and awareness of its wholeness correspond with the south and north. From the south comes love and cleverness, my Native American friends tell me. The bald eagle from the north flies high and sees creation as a whole. I find the confirmation of this unity comforting.

## *Economy and Elegance*

**1. Do only what is necessary.** "If it ain't broke, don't fix it." This involves humility, in realizing that our understanding is limited, and respect for the natural way in which nature makes things happen. Don't try to improve on nature. This is what Masanobu Fukuoka (author of *The One Straw Revolution*, Rodale Press) means when he says his is a "do-nothing" philosophy and why he always questions the reason for every task. Imagine North America today if our ancestors had honored this one principle.

**2. Multiply purposes.** Never do anything for only one reason. "Stack functions," is the way Bill Mollison expresses it. In nature, all design is elegant. My hand is clearly designed for grasping. But it also serves as a heat radiator for my body, a weapon (fist), a signal device, a writing implement (finger in sand), a bodily support surface (as in pushups), a sensory organ, a carrier of affection (e.g. caresses), and even typing this article, however that would be characterized. If we perceive several functions for an object or decision, then many more will be present. If we perceive only one function, it usually boils down to ego: fear or greed. Either or both of these are commonly counterproductive guides to our actions.

## *Balance*

**3. Be redundant.** "Repeat functions," Bill would say. "Don't put all your eggs in one basket" is how my grandmother put it. Look at any relatively whole nutrient cycle, energy transformation pattern, or watershed. There is always a variety of pathways by which an ecosystem can proceed about its business. In nature, this is done so that no two organisms occupy the same niche in an ecosystem, yet if any one species is removed, everything it does for the whole will be accomplished by other organisms. It is understanding of this principle, for example, that reveals that growing our food in monocultures is stupid and self-destructive.

**4. Design, and act, on an appropriate scale.** Or, as Granny said, "Don't bite off more than you can chew." This is why permaculture starts at the doorstep and works out—to keep on a scale commensurate with our understanding. We are only responsible for the next step in whatever we are doing, and that step is always right before us. The tragedies of all great literature teach us that heroes are losers. You would be amazed at how high you can climb one step at a time if you just keep moving in the right direction.

## *Resilience*

**5. Work with edges.** That is where the action is. Straight lines have far less edge than waves. You know this instinctively. People gravitate to the edges, like the beach, the forest edge, the side of the path, or the living room wall (where they put their furniture). Nature amplifies edges, as in your lungs or kidneys, when it wants to amplify energy transfer, and reduces surface, as in a dewdrop or a turtle shell, when it wants to limit transactions. There appears to be no



limit to which knowledge and awareness of edge effects can improve a design. Study of edges in nature will improve your understanding and ability to use this principle.

**6. Encourage diversity.** Diversity here is intended to be diversity of connections between things, and not just a bunch of different plants and animals and structures assembled. A garden with an assortment of different plants randomly arranged will not be nearly as productive as one in which the plants are arranged as co-productive companions.

## Reciprocity

**7. Everything works both ways.** If the bank gives you 30 years to pay for your home, you give the bank 30 years of your life in indentured servitude. If energy can come in a window, it can fly out a window. If it takes a lot of heat and time to warm a mass, it will give heat for a long time. Death of the individual is necessary for life to adapt to changes on earth and thereby survive. What goes up must come down. Got it?

**8. Love is the harmony between giving and receiving.** This is the universal law of gifts. To survive and be well and joyous, we must transform and give away all gifts which come to us. This is how all species in an ecosystem co-exist. I accept the gift of oxygen from the trees and other plants and return it as carbon dioxide. We violate this principle when we accept food from the earth and do not return our urine and feces, but instead use it to contaminate water. To return a gift without transforming it according to your nature is to reject it. It is an affront to the love of the

universe, therefore, to waste food or water or our personal power and abilities.

I have now come full circle, for I intend, indeed, to talk in circles. For by this process of examining nature, I have discovered (or rather rediscovered for the n-billionth time in human history) that to love the earth, which is necessary for my being to fulfill its nature and continue its kind, is a special kind of responsibility. It is the responsibility to respectfully and reverently accept all gifts offered to me and to use them such that they are transformed by my nature into other gifts returned to other parts of creation. Any other manner of transformation is perversion.

At the same time, I find myself also writing in another circle, for an understanding of the love principle brings us back to my first principle of nature, awareness. A genuine reverence for the gifts offered by nature encourages us to sharpen our awareness of abundance. It is by being aware of abundance and accepting the gifts that are offered that we avoid continuance of the plunder that has deforested our planet, drained and contaminated its waters, fouled its air and thrown its climates into disarray.

A system which thinks in terms of creating scarcity and destroying genuine abundance, of "cornering the market," holding monopolies, manipulating "supply and demand," is not merely an enemy of people. It is an enemy of life itself and the antithesis of the love which binds the living universe together.

To me, the best way to respond to such a system is to withdraw my energy from it insofar as possible (one step at a time). My work, and the work of many thousands of people worldwide, is devoted to healing the Earth and rejoicing in her abundance and love. ○ ○

---

## ACCESS: Recycling

---

*Recycling. For many otherwise enlightened people, this only conjures up images of newspaper drives and aluminum cans. This is now changing. Recycling is beginning to gain the acceptance of public officials as a solution to their garbage disposal problems. Growing awareness of the environmental problems caused by landfills and incinerators has led people to rethink the way garbage is generated and disposed of. The institutions that have led to skyrocketing per-capita waste generation are beginning to be challenged. Waste reduction and recycling are finally being taken seriously.*

*Curbside recycling programs that were previously considered uneconomical are now being seen in terms of "avoided cost," that is, every ton of material recycled saves the cost of collecting and disposing of one ton of "garbage." Seen in this light, many recycling options are now being investigated as means to help*

*reduce the solid waste problems that many local governments are facing today. Multi-material curbside recycling collection programs that mirror the convenience and regularity of garbage collection are springing up all over the country. Another trend has been an emphasis on market development for materials that have traditionally been problems to dispose of. Great strides have been made in tire and plastics recycling, as well as expanding previously lethargic used motor oil collection programs.*

*Addressing this timely issue, the Institute of Local Self Reliance has recently issued several documents dealing with various facets of alternative solid waste (garbage) management. —Jeff Brown*

*Jeff Brown is coordinator of Bellingham Community Recycling in Washington state.*

---

***A Practical Alternative Solid Waste Management Program for the City of Philadelphia, 1985,***  
inquire for price from:

David Cohen, City Council  
City Hall, Room 588  
Philadelphia, PA 19107

---

Provides an excellent, easily read overview of the problems of various waste disposal technologies, and the potential of recycling. Many of the suggestions presented are directly applicable to other cities. The report also challenges some of the claims made by the large engineering and construction firms that are heavily pushing incinerators as a solution to the growing garbage disposal problem. These incinerators are often the largest capital projects local governments have undertaken, and several of those built have fallen short of their expectations.



Cost overruns are common, and compliance with emission requirements has proven to be a problem in some cases. —Jeff Brown

---

**Ashville/Buncombe County Solid Waste Alternatives: Planning Workbook**, by Richard Anthony and Neil Seldman, 1985, \$25 from:

Institute for Local Self-Reliance  
2425 18th Street, NW  
Washington, DC 20009

---

This report is a "fill-in-the-blanks" planning workbook for estimating solid waste and potential recycling volumes, and respective expenses. Cost formulas are given for developing curbside and drop-off center recycling programs as well as landfill and Waste to Energy facilities. Plugging in waste stream tonnages gives policy makers an overview of the wide range of solid waste options. —Jeff Brown

---

**Proven Profits from Pollution Prevention**, by Donald Huisingsh, Ph.D., 1985, \$35 from:

Institute for Local Self-Reliance  
2425 18th Street, NW  
Washington, DC 20009

---

Thousands of waste producing industries have found innovative ways to reduce and/or recycle their wastes over the past few years. In many of the cases outlined in this document, the pollution control methods used have actually increased the profitability of the business involved. This is contrary to the myth that all pollution control requirements are costly and unnecessarily restrictive to businesses. In most cases the decision to invest in pollution control equipment or methods was based on sound economic justification. This report provides 45 case studies that should be valuable to those who want to investigate the possibilities of controlling and reducing waste in industry. —Jeff Brown

---

**Waste to Wealth: A Business Guide for Community Recycling Enterprises**, by Neil Seldman and John Huls, 1985, \$30 (\$15 for non-profits) from:

Institute for Local Self-Reliance  
2425 18th Street, NW  
Washington, DC 20009

---

This guide outlines a few of the entrepreneurial opportunities available in waste recycling. Starting with a description of a potential curbside recycling program in Cleveland, Ohio,

the report then proceeds to outline the business possibilities in processing used oils, rubber from tires, newspapers for cellulose products, wastepaper recycling, and bottle washing. The guide gives a valuable look at the various industries built around recycling. The only criticism would have to be that some of the numbers are a bit optimistic. Any potential investors in a recycling business must look at local supply and markets very carefully before jumping in. The recycling industry is facing very tight markets at present and unwary newcomers could stand to lose a lot in rapidly fluctuating markets. —Jeff Brown

---

**Recycling from Municipal Refuse: A State-of-the-Art Review and Annotated Bibliography**, by Sandra Johnson

Cointreau, Charles G. Gunnerson, John M. Huls, and Neils N. Seldman, 1985, inquire for price from:

World Bank Publications  
600 19th Street NW  
Washington, D.C. 20433

---

This bibliography provides a world-wide review of the documents available pertaining to source separation recycling, reuse, composting, resource recovery, etc. This bibliography will do more for those doing intensive research in specific areas than for the casual reader. —Jeff Brown

---

**Decision-Making in Local Government: The Resource Recovery Alternative**, by Dr. Rick Melberth, 1985, 260 pp., \$35 from:

Technomic Publishing Co.  
PO Box 3535  
Lancaster, PA 17604

---

How does one explain resource recovery from solid waste to municipal decision-makers? To offer a simplistic, brief analysis downplays the complexity and risks of waste-to-energy process; to provide a lengthy engineering assessment will bore them to tears.

Paul Popp, Norman Hecht, and Rick Melberth ride the line between simplicity and excessiveness. This document presents an overview of the solid waste problem, looks at current disposal practices, and explains existing resource recovery technologies, including operational characteristics and cost effectiveness.

The authors point out the unique risks involved in resource recovery and provide a review of some of the pitfalls encountered by other communities. As part of the assessment, five case studies

are offered.

Unfortunately, the authors perpetuate the myth that source separation plays a minor role in waste management, when in fact much more waste in the United States is recycled than is incinerated. They use outdated facts on source separation and fail to give recycling the same thoughtful analysis provided for resource recovery systems. With the important addition of a fair treatment of recycling, the book would be a must for municipal officers.

*Reprinted from Resource Recycling, July/August 1985.*

---

**Canadian Recyclers Directory: 1985**, Second Annual Edition, T.J. Daigneault and T.A. Parker, editors, 1985, 120 pp., \$45 from:

Recoup Publishing Limited  
PO Box 557  
Ogdensburg, NY 13669

---

This document serves two useful purposes. Some 900 recycling firms are listed by category, including equipment manufacturers and agents, paperstock dealers and brokers, auto dismantlers, and businesses recovering other materials, such as rubber, scrap glass, and waste oil. While those listed are primarily Canadian firms, a number of American businesses dealing in the Canadian recycling market also are noted.

Just as useful is the directory's up-to-date summaries of materials recycling efforts in Canada. Also included are a recycling terminology glossary and a list of recent documents and publications in the field. Presented in a readable, well-organized format, Canadian Recyclers Directory is a welcome addition to any recycling library.

*Reprinted from Resource Recycling, November/December 1985.*



cpf



## ACCESS: Food/Agriculture

**Healthy Harvest: A Directory of Sustainable Agriculture and Horticulture Organizations 1985**, edited by Susan J. Sanzone, 1985, 64 pp., \$5.95 from:

Potomac Valley Press  
1424 16th Street, NW  
Suite 105  
Washington, DC 20036

This is currently the most extensive directory on sustainable agriculture available. The directory lists addresses for over 300 organizations and provides descriptive information for about half the entries. Two indexes, subject and geographical, help the reader locate pertinent organizations quickly.

Potomac Valley Press is an arm of the National Institute for Science, Law, and Public Policy, a nonprofit research organization based in Washington, DC. *Healthy Harvest* is the result of some of NISLPP's research. This is the first year of publication, and the organization questionnaire at the back implies more complete editions in the future.

*Healthy Harvest* is an impressive compendium. It makes my heart glad to see so many organizations working toward sustainable food production. Hopefully, future editions will contain more organization descriptions and a more accurate subject index. Of course, a directory like this is only as good as the descriptions it receives. Speaking of which, I'd better fill out the form and let them know RAIN moved in 1984! —Jeff Strang

*Jeff Strang, former Rainmaker, now lives on a farm near the Columbia Gorge in Washington state.*

**One Circle: How to Grow a Complete Diet in Less than 1000 Square Feet**, by David Duhon, 1985, 200 pp., \$9 from:

Ecology Action from the  
Midpeninsula  
5798 Ridgewood Road  
Willits, CA 95490

Warning: Facts from this book are unsuitable for party small-talk. Few will believe you. The subtitle is hard to believe, but inside this book lies all the supporting text and references to convince all but the most pessimistic. The secrets of minimal-space growing are biointensive cultivation, and growing weight-



*From Healthy Harvest*

efficient and space-efficient crops. Realizing that calories, not protein, are the limiting factor in most people's diet makes this gardening plan workable.

The authors assert that nutritional requirements can be safely met with lower protein levels and lower amino acid levels than are called for in the rules of combining amino acids as described in Francis Moore Lappé's *Diet for a Small Planet*. Two reasons for this are nutritionists' shift away from using the egg standard as the ideal pattern of amino acid intake, plus a recognition that only some of the body's protein needs, perhaps only 20 percent or less for adults, need to be met by a specific pattern of amino acids.

Research reveals that the percent intake of protein remains the same in the diets of rich and poor people, but the intake of calories is greater for the rich compared with poorer people. The authors reason that the poorest countries don't necessarily need to shift to foods with higher concentrations of protein, but rather that there is need for more calories. The authors suggest, "Protein is an important aspect of diet design, but an undue emphasis on it or other isolated aspects of nutrition can be a barrier to determining

the most efficient and environmentally sound path to a complete and balanced diet grown on the smallest scale."

*One Circle* emphasizes the carefully selected crops which optimize nutrients and the amount of food a minimal space garden may provide. "A crop that can provide all of [an essential] nutrient in six pounds or less is Weight Efficient for that nutrient...A crop that can provide all of [an essential] nutrient in 700 square feet or less is Area Efficient for that nutrient." Tables, instructions, and sample calculations illustrate how to determine an adequate amount of nutrients and calories a particular person requires. Detailed nutritional and efficiency information is provided for a variety of crops. Biointensive cultivation techniques are suggested, but not described in detail.

This book was carefully and thoughtfully written. Extensive explanations are set aside in designated parts of each chapter, or are thoroughly referenced. The authors recommend 14 crops, but also supply information so the readers may calculate which crops are most efficient for their own needs and preferences. This book is not for the casual gardener or reader, because it is about serious,



intensive cultivation. But it may convert you to lessening your impact on earth's resources. —Madeline Dalrymple

*Madeline Dalrymple, former RAIN intern, is completing a Master's degree in agricultural ecology.*

**Pesticides in Food: What the Public Needs to Know**, 1984, 123 pp., \$7.50 from:

Natural Resources Defense Council  
25 Kearny Street  
San Francisco, CA 94108

The results of this Natural Resources Defense Council (NRDC) study on pesticide residues in food are frightening. The guardians of our food supply (EPA, FDA, and state regulators) lack adequate funding and legal power needed for enforcement of residue standards. As consumers, we must take unnecessary and uninformed risks when we buy supermarket food. After giving the results of scientific and policy studies, this report details what can be done to reform state and federal systems for monitoring and regulating residues.

Public awareness of the problem has been heightened by the well-publicized discovery of EDB in citrus fruits and more recently, Temik in watermelon. EDB had been exempted from tolerance requirements due to faulty assumptions. Such assumptions are common, endangering us all. In fact, very little is known about the effects of pesticides on our health.

DDT is a good example of the unknowns in pesticide research. Though it was banned over a decade ago, DDT is still the most frequently detected residue in produce. There is considerable debate about what this means and very little research to find out.

The setting of tolerance levels is an example of questionable assumptions that have been made. They have been based on consumption patterns of 15 years ago. Ironically, a renewed interest in "healthy diets" has led to an increase of vegetable, and hence, pesticide consumption.

Pesticide use has increased ten-fold in the past 30 years. Although commercially grown produce may be prettier and usually cheaper than organic produce, it contains hidden costs in terms of personal and planetary health. This report highlights the need for reform in regulation and monitoring, but at a deeper level, it raises questions about the methods of modern agriculture as a whole. —Jenny Holmes

*Jenny Holmes has a degree in Environmental Science from The Evergreen State College.*

**Common Sense Pest Control Quarterly**, \$35/year family, \$50/year institutional memberships from:  
Bio-Integral Resource Center (BIRC)  
PO Box 7414  
Berkeley, CA 94707

**Growers Newsletter**, quarterly, inquire for price from:

Peaceful Valley Farm Supply  
11173 Peaceful Valley Road  
Nevada City, CA 95959

These quarterlies supply the everyday information for integrated pest management and ecological farming and gardening. *Growers Newsletter* is a catalog of plants, fertilizers, and equipment, with lots of tips and reminders. It concentrates on biodynamic and organic gardening techniques for lawn, garden, and crop farming. The writing style and item selection is pleasing. However, no information is provided about crop climate preferences, suggesting that Peaceful Valley Farm Supply caters primarily to the Nevada City region. The company also offers "wholistic consulting" and organic gardening classes. Check them out if you're in the area.

*Common Sense Pest Control Quarterly* is well-named. Feature articles and smaller tidbits are very informative. Basic details on the pest, the plant, preventative plant care, and biological and chemical pest management methods give the reader a thorough understanding of pest control as a whole system. Articles on the management of pests of structures (termites, carpenter ants, bees, etc.) conclude with summaries of the "least toxic program" from preventative maintenance to careful chemical prescription. Members of BIRC receive this excellent quarterly, a 10 percent discount on other BIRC publications, plus one written consultation on an individual pest problem with each year of membership.

—Madeline Dalrymple

**A Better Mousetrap: Improving Pest Management for Agriculture, World Resources Institute Study 4**, by Michael J. Dover, 1985, 84 pp., \$5 from:

World Resources Institute  
1735 New York Avenue, NW  
Washington, DC 20006

This brief, concise introduction to integrated pest management (IPM) is not a reference book for farmers. It is a persuasive paper that overviews IPM and IPM support systems for policy-makers. The study is part of the World Resources Institute series providing industry, agriculture, and government with perspectives

on the latest scientific information.

Dover asserts that pest control methods themselves are not inherently safe or risky, it's the application that determines the risk. The novelty of IPM is its systems-oriented management. All aspects of the crops and pests are studied. IPM incorporates chemical pesticides, biological pest control, host resistance, and agroecology. Each of these concepts is discussed with enough documentation and graphics to clarify the concepts presented.

"IPM is not a technology but a design and decision-making process." Dover argues that the key to effective IPM is a solid public sector-support structure for design, monitoring, and advice. He uses the airline and health care industries as models for IPM infrastructure. Airlines depend on publicly supported weather monitoring and forecasting, air traffic control, safety research, and regulation. And as the health care system has national and regional monitoring programs and funding for research, so too must IPM for its application. Market forces alone will not bring IPM into common use. IPM is a long-term strategy requiring trained professionals to advise users, design and conduct monitoring programs, and develop new technology. Researchers and policy-makers must be closely linked to IPM professionals as they are in the health care industry. —Madeline Dalrymple

**You Can Can With Honey**, Third Edition, by Nancy Cosper, 1986, 24 pp., \$2.95 from:

Sahalie Publishing Company  
958 East 21st Street  
Eugene, OR 97405

The third edition of this self-published booklet, fresh with new illustrations, keeps the art and science of canning with honey alive. Written by Nancy Cosper, former RAIN editor who died in March, 1984, this gem contains thirty home-grown recipes (the art), and a thorough and simply-written description of the chemistry of honey and how it differs from sugar (the science). Lots of hints and encouragements for canning with honey are intertwined. Proceeds from this edition will go to publishing a manuscript that Nancy left for us: *You Can Bake With Honey*. —Mimi Maduro

*Mimi Maduro is part of the RAIN Reading and Dining Salon.*



cpf



---

# Community Information Technology

---

Community Information Technology is a regular feature sponsored by the Information Technology Institute (ITI), a sister organization to RAIN under the organizational umbrella of the Center for Urban Education (CUE). ITI helps nonprofit and public agencies learn about and use the latest in electronic

information technology. It offers a computer lab and library, computer classes, on-line information services, technical assistance, and other programs. For more information about ITI programs, contact the Information Technology Institute, 1135 SE Salmon, Portland, OR 97214.

---

## NEWS BRIEFS

---

### Global Studies Center

The Global Studies Center has been established to aid in the design of sustainable futures in both the developing and developed nations. Dr. Gerald O. Barney, best known as the director of the landmark 1980 U.S. government study of worldwide environmental trends, entitled *The Global 2000 Report to the President*, heads the Center.

Last August, leaders of other nations' studies of the future—many of which were inspired by the *Global 2000 Report*—gathered at the center to discuss global modeling projects. Participating nations included Mexico, Japan, Iceland, and China. The center has published a directory of these national studies and other global analysis projects, entitled "Encyclopedia of Microcomputer Models for Development."

To further dialogue about such computer-assisted models of the future, a Global Development and Security Models Bulletin Board has also been

established at the Center. It is accessible via modem at 703/841-0049. For more information, contact Global Studies Center, 1611 North Kent Street, Suite 600, Arlington, VA 22209; 703/841-0048

### Volunteer: The National Center

Volunteer: The National Center has been a major player in providing computing assistance to nonprofits for several years. Volunteer develops training materials, including a comprehensive manual "Computers for Nonprofit Organizations," and an accompanying slidetape presentation. The Information Technology Institute uses these materials in classroom instruction.

Volunteer is also a part of Apple's Community Affairs Partnership Program, through which it distributes 100 Apple computer systems annually to volunteer-based organizations throughout the United States.

As a way of maintaining communication with the organizations who have received Apples and other volunteer groups, Volunteer also publishes one of the most successful electronic newsletters. Volnet is available weekly through MCI mail. It is an information-packed newsletter reporting on news of interest to volunteer organizations. With over 50 issues under its belt, Volnet has proved that with some dedication and patience, electronic publishing can work.

Volunteer has recently taken a larger step into electronic communication and

computer assistance by merging with Partnership Datanet, best known for its creation of Civitex, an on-line database of community projects funded through private and public partnerships. Plans call for Volunteer to develop and promote an electronic database and communication network that will be available via CompuServe.

For more information, contact Volunteer: The National Center, 1111 North 19th Street, Suite 500, Arlington, VA 22209; 703/276-0542.

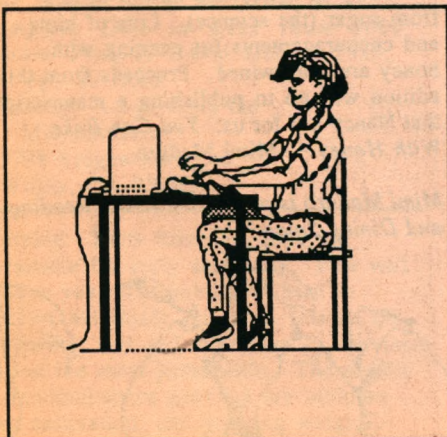
### Community Data Processing (CdP)

Community Data Processing, located in the Midpeninsula area south of San Francisco, provides computer resources to nonprofit organizations. It gives access to computers on-site or from the client's office via telephone.

CdP's services include producing sorted labels for bulk mailings, word processing and letter-quality printing, development and maintenance of data bases, accounting and financial planning, electronic document transfers, media conversations, and training in computer use.

CdP is a nonprofit group that emphasizes promotion of self-sufficiency for organizations through training, demystification of technology, simple access to equipment and know-how, and joint development of computer solutions.

For more information, write to Community Data Processing, PO Box 60127, Palo Alto, CA 94306; 415/322-9069.





## Women and Technology Computer Network

A group at Simon Fraser University in British Columbia is planning an on-line computer network around topics related to women and technological change. Via the network, participants will be able to access bibliographies and lists of network participants' interests and activities, collaborate on writing and other projects, and share information about work opportunities and activities related to women and technological change.

They have distributed a questionnaire to gain more information about computer uses and resources in the feminist community.

For more information, write to Ellen Balka, Maggie Benston or Elaine Bernard, at the Women's Studies Department, Simon Fraser University, Burnaby, British Columbia, V5A 1S6, Canada.

## Computer Help and Information Program (CHIP)

The Southern California Center for Nonprofit Management is designed to assist other nonprofit organizations to develop and strengthen their management. It offers a management assistance program, board management retreats, and on-site training.

The center has helped nonprofits with computer acquisition and system development for several years. During the fall of 1985 it implemented the Computer Help and Information Program (CHIP) to offer nonprofits more comprehensive computer assistance.

CHIP offers the following services: educational seminars on computing, from beginning to advanced levels; demonstration lab and access time; technical assistance on system selection, purchase negotiation, and software development; and information and referral on consultants and other resources.

CHIP receives funding from the James Irvine Foundation, Ahmanson Foundation, McDonnell Douglas, and the First Interstate Bank Foundation. CHIP serves as an Apple Computer, Inc., computer learning center.

*Small Computers for Nonprofits* is a

useful newsletter published by a related but separate consulting organization headed by Morgan Lyons. It is available for \$24/year from Lodestar Management/Research, Inc. (same address).

For more information about CHIP, write to the Southern California Center for Nonprofit Management, 1052 West 6th Street, Suite 500, Los Angeles, CA 90017; 213/977-0372.

## International Interactive Communication Society

The International Interactive Communication Society is an association of communications industry professionals dedicated to the advancement of interactive communication technologies such as interactive video, computer-based instructional systems, and interactive retailing systems. They publish a monthly journal, and provide to their members a lending library, seminars, monthly meetings, workshops, processes for sharing resources, and discounts on publications and conferences. The basic individual membership fee is \$50/year. There are ten chapters throughout the country. Their Seattle office (from whom we received material) is PO Box 31273, Seattle, WA 98103.

## Presbyterians Interested in Church Uses for Computers

A support agency of the Presbyterian Church (USA) publishes the EDP Network News for people interested in church (especially Presbyterian) uses of computers. It is also a good source of information on new software products of interest to other nonprofits. In one issue I found several useful leads, such as a listing of places to seek information about religious uses of computers, including Norman Anderson's selected bibliography, *Computers in the Church*. (Goddard Library, Gordon-Conwell Theological Seminary, South Hamilton, MA 01982.)

Reported in the same issue was the three-month experiment conducted on the Source, whereby more than 100

Presbyterian churches were able to use the system for exchanging news (a publication called *The Monday Night Connection*), and having on-line meetings and seminars.

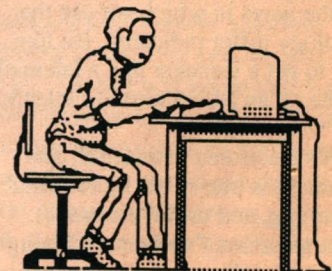
For more information write to James Eastman, Manager of Churchwide Electronic Data Processing, Presbyterian Church, 475 Riverside Drive, Room 1908, New York, NY 10115.

## Columbus Information Via Computer (CIVIC)

CIVIC is a nonprofit computer facility established in 1984 to provide low-cost data processing services to social service agencies, arts groups, and cultural organizations. CIVIC provides computer resources through a computer housed at the Columbus Center of Science and Industry. It was established through a grant from the Columbus Foundation, and the enthusiastic support of CompuServe, Inc., operators of the national on-line information system of the same name. Digital Equipment Corporation also donated \$400,000 worth of computer equipment.

The CIVIC computer services include membership and client tracking, contribution recording and invoicing, mailing list maintenance, campaign/solicitation, record keeping, and accounting. In addition to access to the centralized computer services, CIVIC provides instruction in various computer applications for nonprofits.

One of the more interesting services is the Columbus Community Calendar, which helps organizations promote their events, while providing the public with an accurate and up-to-date calendar in one





location. The calendar also helps to eliminate scheduling conflicts by providing information about events in the planning stage. For more information, contact CIVIC, Columbus Center of Science and Industry, 280 East Broad Street, Columbus, OH 43215; 614/228-3166.

## Intersystem Symposiums and Netweaving

The Electronic Networking Association (ENA) is an organization that grew out of the First Intersystem Symposium, an on-line conference conducted by Lisa Carlson, during which Lisa took ("ported") comments from one electronic network to another. Over a period of time people on these systems discussed the need for an organization to facilitate the use of electronic communication systems (electronic mail, computer conferences, information utilities). In April 1985, 50 participants of this conference met in person in New York City, after which the ENA organization developed through on-line discussion. The ENA Forum "meets" on Unison, an electronic communication system operated out of Denver, Colorado, and on other systems which relay messages to Unison.

The purpose of ENA is to promote electronic networking in ways that enrich individuals, enhance organization, and build communities. Dialogue on the Unison conference has raised questions about audience and social goals. Some members see the association as a SIG (Special Interest Group), reflecting the technical needs of the participants by discussing a certain brand of hardware, or types of applications. Others hold lofty goals such as wiring the planet for free flow of information between all persons and countries. One member suggests that "the ways in which we use the technology differ radically. It's like trying to get a teenager and a telemarketer to agree on an association for telephone users.

ENA's electronic newsletter, *The Netweaver*, is one of the more readable, entertaining, and useful electronic communications I've seen. Although still occasionally wordy, as many conferences and electronic mail

communications tend to be, more of the standard journalistic models are in place, so that articles are trimmed, proofed, and composed in a satisfying manner. Topics discussed range from on-line computer jargon and terminology to information on networking in Sweden.

For more information about ENA, write to MetaSystems Design Group, 1401 Wilson Boulevard, Suite 601, Arlington, VA 22209. For more about the Unison System, write to Mile High Media, 3542 East 16th Avenue, Denver, CO 80206; 303/329-3113.

## International Computer Arts Society (ICAS)

Wherever artists and technology get together something interesting is bound to happen. The International Computer Arts Society is one organization that tracks, and organizes around, the growing number of applications of computers by artists. It hosts an annual conference in British Columbia called Digicon. This summer's event brought together artists to talk about such things as 3-D computer graphics, computer music, animation, artificial intelligence, and multi-media events.

ICAS is also working with several other groups to develop a global recording studio. By using a combination of video, digital, audio, and MIDI (a universal music transposition standard), the electronic recording studio will allow people to perform in real time together while separated geographically.

The ICAS newsletter, *Digitalk*, is a valuable source of information, news, and opinion about the field of computer arts, or artists using computers and other electronic media. The area of computer applications in the arts is growing as witnessed by the University of Oregon's highly successful Computer Graphics Conference. Also, in a recent *Digitalk*, other activities are described, including an International Computer Music Conference held in August 1985 in Vancouver, B.C., and a Canadian Conference on Electronic Publishing.

For more information write to Caryl McBride, International Computer Arts Society, 5997 Lona Drive, Vancouver, B.C. V6T 2A4 Canada; 604/980-7883.

## Nothing is Sacred

A dutch engineer has developed a device that can locate, receive, and produce text typed on a computer terminal one kilometer away. The device, which costs only \$5 and perceives computer electro-magnetic impressions in a wide field, could oblige computer terminals handling confidential information to screen within a Faraday cage.

The inventor, Wim Van Eck, of the Dutch Heher Telecommunications Laboratory, demonstrated the device at the Third World Congress for the Protection and Security of Information Technology, known as "Securicom." The technique is already known by military specialists.

(Source: *Maggie's Farm*, Number 30, 1985)

## Meta Net

The Meta Network, an electronic communication system, was started by Frank Burns, who gained experience in using electronic communication systems while operating the Delta Force Think Tank for the U.S. Army. The Meta Network has a central conference, several sub-conferences, an interactive calendar, a professional registry, a port to other on-line computer systems, wire services, and bulletin boards. There is also an electronic marketplace called Meta:Mart that allows companies to advertise and shop for products and services.

Some of the conferences that have been established on Meta Net include Meta:Phor, an interactive network for writers; Meta:Mind, a conference focusing on the results of applied brain and mind research; Meta:Health, an international health and healing network; Meta:Win, the Women's International Computer Network; and Meta:OT, a conference on organization transformation.

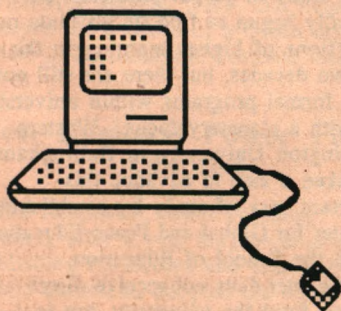
Meta Net has also been one of the primary players in the development of the Electronic Network Association (see above). The basic fee for using Meta Net is \$350/year, plus on-line charges. For more information, write to MetaSystems Design Group, 1401 Wilson Boulevard, Suite 601, Arlington, VA 22209; 703/247-8301.



---

## REVIEWS

---




---

**Whole Earth Software Catalog for 1986, 2.0**, edited by Steward Brand, 1985, 224 pp., \$17.50 from: Quantum Press/Doubleday  
245 Park Avenue  
New York, NY 10167

---

There is no one place you can turn to obtain a comprehensive examination of small computer hardware and software, but the Whole Earth Software Catalog comes close.

The catalog is a very subjective affair. Instead of those cut-and-dried reviews that appear in major computer magazines' annual product review issues, the catalog makes no bones about revealing prejudices, or relying on personal preferences. A typical catalog review is a collage of a half dozen anecdotal appraisals of a particular software. Staying with the long tradition of the *Whole Earth Catalog*, readers are left on their own to evaluate the comments. As Steward Brand said in an early *Whole Earth Catalog*, the purpose of the catalog is to point out, not to sell.

The catalog is a lot like the first one, although out of 473 items reviewed, 207 are new. The useful feature of providing both a retail price as well as a "street" price is continued. If you want to buy

one book that will give you an overview of what is available for small computers, this might be it. We at the Information Technology Institute use it as a basic reference guide to respond to our client's questions.

On our wish list for future editions would be more discussion of applications. As with other Whole Earth efforts, the focus is too often on just the product itself. While software companies create the software, it is the users that develop interesting applications, and sometimes these applications are even available for sale. For example, community organizations using a database management software system like dBase (II or III) have developed specific database forms that might be useful to others. These forms can be made available (for a price or free) to others using a modified version of dBase called Run Base.

---

**Tracking Utility Costs by Microcomputer: A Guide to Software for Local Governments and Schools**, by John Cook, 1985, 33 pp., free;

---

**How to Organize and Communicate Your Energy Data**, by Bonnie J. Cornwall, 28 pp., free from:

California Energy Extension Service  
1400 Tenth Street  
Sacramento, CA 95814  
916/323-4388

---

The California Energy Extension Service has published a useful manual for energy conservationists, entitled *Tracking Utility Costs by Microcomputer: A Guide to Software for Local Governments and Schools*. The first chapters provide an overview about selecting software for tracking energy costs. This is followed by a description of how the software works in general and

how it can be used. The bulk of the book is an extensive review of specific software packages. Finally, there is a summary of the results of an Extension Service survey of uses of computers for energy conservation applications in California school districts.

The office has also published a booklet that compliments the software guide. *How to Organize and Communicate Your Energy Data* is a brief guide to energy accounting, primarily aimed at schools and school districts.

---

**The Federal Data Base Finder**, 1984-85 edition, 400 pp., \$95 from: Information USA  
12400 Beall Mt. Road  
Potomac, MD 20854

---

If you want to gain support for your paranoid vision of the information age—that everything is being put on computer—or if you want to get a comprehensive picture of what information the U.S. government is putting on-line, the *Federal Data Base Finder* is a good place to begin.

The federal government is the world's largest supplier of computerized database and data files. While we may have an international trade imbalance in material things, it is clear we are the leaders in knowledge production.

*The Federal Data Base Finder* identifies over 3,000 data bases and files divided into government controlled databases, commercial databases, and government data files and tapes. Most of the references in the commercial database section are well known, but those described in the other two sections are less so. Or, did you know that the U.S. Naval Observatory maintains a database (available to anyone with a modem) through which you can get sunrise and sunset information for most any place on earth, the times when satellites will pass through your area, and much more.



# Pacific Cascadia Bioregion Report



## Planetary Peace Pedagogy

The study of global problems has gradually begun to find its way into our institutions of higher learning in the last two decades, but there are still not many formal programs within universities with a planetary focus. Western Washington University in Bellingham has taken a step to advance this important area of study by establishing a Center for Global and Peace Education within the School of Education.

The center does not receive direct funding from the university, but is seeking financial support from private donations and foundation grants.

The center is currently pursuing three primary goals: 1) development and dissemination of curriculum and teaching models; 2) publication of an international journal on global and peace education studies; and 3) staging of an international conference to explore and promote peace and global awareness in education. The conference is planned for August of this year, to coincide with Expo '86 in Vancouver, B.C.

As part of its effort to develop global curricula, the center has published a book called *Global Mandate: Pedagogy for Peace*, a collection of writings on human rights, the limits of technology, telecommunications, global economics, the environment, the arms race, and nuclear war. The book was edited by the directors of the center, Dr. Philip Vander Velde and Dr. Robert Hyung-Chan Kim, and is available from the center for \$25.50.

For more information, contact the Center for Global and Peace Education, School of Education, Western Washington University, Bellingham, WA 98225.

## Chinook Conference Sparks Green Activity

"For the Life of the Earth," a conference about the Green movement, was held last November at the Chinook Learning Center on Whidbey Island, Washington. The conference featured David Haenke, convenor of the first North American Bioregional Congress, Charlene Spretnak, co-author of *Green Politics*, and Thomas Berry, ecological

"Bioregion—a continuous geographic area seen in terms of similarities of plant and animal life and climatic and geological characteristics ... and a terrain of consciousness—a place and the ideas that have developed about how to live in that place." —Peter Berg

The Pacific Cascadia bioregion is that continuous geographic area roughly bounded by the Pacific Ocean and the Cascade mountains, from southwest Oregon to southwest British Columbia.

The Pacific Cascadia Bioregion Report

is our attempt to help further the "terrain of consciousness" in this place by tracking community-based efforts to enhance citizen participation, self-reliance, social justice, and ecological sustainability throughout the region.

We hope the information provided here can serve both to increase networking within the region, and to provide useful models for those living in other bioregions.

If you would like to report on a worthy project in your neck of the woods, please write to us. —FLS



theologian, as speakers.

Although the conference primarily dealt with the spiritual and personal aspects of the Green perspective, it also helped spark additional Green organizing activity within the region. It helped bring new members into the Cascadia Green Alliance in Seattle, revitalizing activity there, and helped catalyze the creation of a Green organization in Portland, the Portland Greens.

## New Regional Power Plan Adopted

The Northwest Power Planning Council, after a year long process of publishing its studies and considering public comment, adopted the 1986 Northwest Power Plan. The plan was developed because of major changes in the Northwest since the adoption of the council's first plan in 1983.

One change has been uncertainty in the aluminum industry, which uses 15% of the region's electricity, another is non-completion of two nuclear power plants included in the 1983 portfolio, which because of litigation and possible financing problems are now considered back-ups. Removing barriers to their completion are goals in the event of very high growth of energy use. However, cheaper projections for coal powered electrical plants (considered second least desirable in environmental impact, to nuclear power), make this unlikely.

The new plan calls for a regional approach to power shortage and surplus management that would pool public and private resources. Conservation would be a priority even for sectors with surplus electricity such as the Bonneville Power Administration (which has cheap hydropower), to avoid having private utilities build expensive new plants for their fast growing areas of service.

Some priorities are: setting conservation standards for new buildings; encouraging state standards for refrigerator, freezer, and water heater efficiency; demonstrating the cost effectiveness of renewable resources (wind, geothermal, solar); and studying electrical power sales and purchases between regions.

For more information or copies of the 1986 Northwest Power Plan, contact the Public Information Division of the Northwest Power Planning Council, 850 SW Broadway, Suite 1100, Portland, OR 97205, or call Judy Allender at 800-222-3355 (Idaho, Montana, or Washington), or at 800-452-2324 (Oregon).

## Oregon Peace Network

The Oregon Peace Network grew out of the Northwest Spring Peace Gathering held at Breitenbush Retreat Center in March 1985 (see RAIN XI:3, page 34). The network is designed to share information and strategies among various peace groups operating throughout the state. The network is currently working on three projects: the second annual peace conference to be held at Breitenbush, May 1-4; a monthly newsletter; and a statewide peace directory, planned for publication this summer. For more information, contact Peter Moore, 333 State Street, Salem, OR 97301; 503/371-8002.

## Oregon Looks to the Future

State governments generally do not give a lot of attention to long-range planning. "Looking to the future" usually means the next fiscal year. But in the face of severe hardship due to Oregon's difficulty in adapting to a rapidly changing economy, especially with regard to the timber industry, state policy-makers began to recognize that some form of long-range planning was in order.

So in 1983, the Oregon Legislature created the Commission on Futures Research to strengthen and improve long-term economic planning and develop policy options for the state. The commission has recently released a report called "Emerging Trends: New Oregon Perspectives for the Year 2010."

For the first two years the commission was headed by Douglas Strain, the maverick high-tech entrepreneur who is president of Electro Scientific Industries and a primary force in futures studies in Oregon. Five task forces are made up of a cross-section of leading figures in government and industry.

The report identifies emerging trends in the five task force areas: Education and Human Resources, Agriculture and Natural Resources, Government and Taxation, Communication and Transportation, and Jobs and Economic Development. It also attempts to articulate a set of several values seen as distinctively Oregonian.

An eight-page executive summary of the report is available free from the address below. As we go to press, the commission was still seeking financial sponsorship for the publication of the full 48-page report, so its price was not known. Direct inquiries to Scott

Bassett, Budget and Management Division, Executive Department, 155 Cottage Street NE, Salem, OR 97310; 503/378-3119.

## Buy Oregon Program Goes Statewide

The legislature and Department of Economic Development has approved up to \$3.75 million from the state lottery to encourage Oregon consumers and businesses to purchase products, materials, and services from within the state. The nonprofit Neighborhood Economic Development Corporation (NEDCO) in Eugene, which established the "Buy Oregon" program there (see RAIN X:4, page 34), has been guaranteed almost a half million dollars to begin setting up a statewide version, called the Oregon Marketplace, to match local retailers with local producers.

NEDCO is currently looking for organizations throughout the state to develop and administer programs locally. A five-member committee representing government, business, and citizen interests is being formed to approve local groups for inclusion in the program. Approved programs will receive matching funds from the lottery money for budgets up to \$60,000. NEDCO will provide technical assistance and training. Four local programs are expected to get underway in April.

Groups or individuals interested in setting up a local program can contact Alana Probst at NEDCO, 357 Van Buren, Eugene, OR 97402; 503/343-7712.

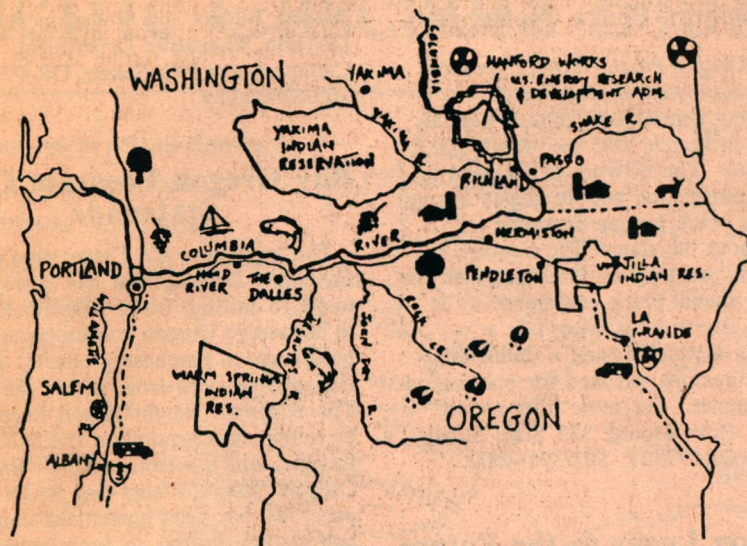
## A Nuclear Free Oregon?

Citizens for a Nuclear Free Oregon is sponsoring the Oregon Economic Conversion Initiative campaign to make Oregon the first statewide nuclear free zone (NFZ).

This initiative comes on the heels of defeat of a NFZ ordinance in Portland by the city council last December (see RAIN XI:3, page 34). In addition, the state legislature narrowly defeated a statewide NFZ/economic conversion bill introduced by Representative Wayne Fawbush last year (see RAIN XI:4, page 34). Since government agencies appear unwilling to pass NFZ legislation, Citizens for a Nuclear Free Oregon has been created to take the campaign to the people.

The Oregon Economic Conversion Act





#### From NW Alert!

would do three basic things: 1) Set up a Governor's Task Force to aid affected companies through the conversion process. The task force would identify companies involved in nuclear weapons component production and certify conversion costs; 2) Offer companies involved in nuclear weapons component production a 30 percent tax credit for costs of retraining employees and retooling machinery necessary to convert to the production of consumer products; and 3) Halt all production of nuclear weapon components by January 1, 1990 (excluding existing contracts).

The operations of four Oregon companies would be affected by the initiative. Passage of the initiative would make Oregon the first state in the U.S. to create guidelines for converting from nuclear weapons production and to actively initiate the development of a peace-oriented economy.

For more information, contact Citizens for a Nuclear Free Oregon, 1928 NE 40th, Portland, OR 97212.

### Urban Ecology Conference in Seattle

On the weekend of March 7-9, I attended a conference in Seattle called "What Makes a Healthy City?: A Conference on the Ecology of Urban Life." The conference was co-sponsored by the Chinook Learning Center, an educational community for emerging culture based on Whidbey Island, and the Seattle Tilth

Association, dedicated to promoting organic gardening and agriculture.

The conference featured Richard Register from Urban Ecology in Berkeley and Robert Gilman, editor of *In Context* magazine, as keynote speakers. Register discussed many ideas for creating more ecological cities, such as urban creek restoration, rooftop gardens in apartments, "slow streets," bicycle paths, and "integral neighborhoods" (neighborhoods designed to integrate functions, maximizing local energy and food production and minimizing waste). Several of these ideas had been enacted by his organization in Berkeley; some were more visionary. Gilman's talk framed city life in a broader cultural and historical context.

The conference offered a wealth of resource people from the Seattle area with expertise in such areas as the urban food supply, aesthetics, waste disposal and recycling, neighborhood technology, water quality, edible landscaping, and political processes. A very interactive format maximized participation by all who attended. This generated many creative ideas, enthusiasm, and many fruitful connections between people.

The conference demonstrated that there are many people and organizations in the Seattle area committed to building a more livable and sustainable city, and I suspect this conference will serve as a catalyst for much more good work in this area. I left the conference a bit envious, wanting a similar conference for my hometown of Portland. I'm sure

every city would benefit from bringing its committed, creative, and visionary people together to discuss better ways of doing things at the local level, especially if sympathetic local policy-makers are involved.

For more information about the ongoing work of the conference's co-sponsors, contact the Chinook Learning Center at Box 57, Clinton, WA 98236, or the Seattle Tilth Association at 4649 Sunnyside Avenue North, Seattle, WA 98103. —FLS

### Oregon Hanford Strategy Session

Citizen action groups throughout Oregon gathered on January 18 at Reed College in Portland to mobilize against Hanford's weapons-material production work and its environmental hazards. The strategy session was convened by the Oregon Hanford Oversight Committee, and included Bob Alvarez, director of the nuclear weapons and nuclear power project for the Environmental Policy Institute, as guest speaker.

A draft resolution was created at the session, which is now being circulated for endorsement, and will then be forwarded to elected state officials. The resolution included the following goals:

- Shutdown of liquid waste dumps to prevent further contamination of the Columbia River;
- Transfer of research on environmental and health effects from defense contractors to regional universities or other independent research institutions overseen by state and regional panels;
- Make available all documentation of past operations of the Hanford site to libraries in major Northwest cities (this has begun to happen, and led to a few public revelations);
- Seek an Oregon state-sponsored report on how siting a high-level nuclear waste repository might affect tourism and agriculture within the state of Oregon; and
- Oppose Price-Anderson Act liability limitations currently being debated in Congress.

For more information about the ongoing political work around Hanford, contact the Oregon Hanford Oversight Committee, c/o Hanford Clearinghouse, Room 408, The Governor Building, 408 SW Second Avenue, Portland, OR 97204. A monthly newsletter, *NW Alert!*, is available from the Clearinghouse for \$12/year.



## Old Growth Monument Plan Revised

Last year, Friends of Cathedral Forest began a campaign to create a "Cathedral Forest National Monument" that would protect all old growth forests on Oregon public lands (see RAIN XI:3, page 33). That campaign included an ambitious plan to conduct community group meetings and public town meetings throughout the state for the purpose of identifying and mapping remaining old growth areas. The plan proved too ambitious, and the group got bogged down in the mapping stage.

Now Cecelia Ostrow, one of the organizers of that campaign, has come up with a different angle on the national monument idea. She has drawn up a new plan that, in effect, extends the "endangered species" concept to "endangered ecosystems." Old growth forests would be designated as endangered ecosystems and logging them would be prohibited. This replaces the need for mapping (in the near term) with a need for a clear definition of old growth trees and forests.

Ostrow has drawn up a plan that explicitly defines old growth and that declares that any forest that fits the definitions should be designated as part of the Cathedral Forest National Monument. In addition, the plan calls for monument designation for those lands that do not themselves contain old growth trees, but adjoin or connect old growth trees or forests, if preservation of these lands is deemed necessary to maintain the integrity of the adjacent old growth ecosystem.

Finally, the plan calls for monument designation not only for old growth forests and adjoining lands, but also for certain lands that possess the potential for regeneration of old growth forests in the near future. Ostrow hopes that this element of the plan would encourage environmentalists in the eastern United States to adopt the campaign, making the Cathedral Forest National Monument truly national in scope. It would also help regenerate and protect forests in areas such as the Siuslaw Forest of the Oregon Coast Range, where less than three percent of old growth forest remains, but significant areas of long-standing second growth exist.

Preservation of old growth forest is becoming a bigger issue within the environmentalist community, with national Audubon and other groups making it a major priority. Response to Ostrow's plan has been supportive

from several of these groups, but so far Earth First! has been the only group to make it part of its own agenda.

Later this spring, Ostrow plans to tour the West Coast to drum up support for her plan. In August, she plans to bring it to the second North American Bioregional Congress for endorsement. For more information, contact Cecelia Ostrow, c/o *The Alliance*, PO Box 14742 Portland, OR 97214.

## Cascadia Revolving Fund

Revolving loan funds not only invest in socially responsible businesses and projects, they have the additional

advantage of putting your money to work in the local economy. Seattle has a fund that is just getting started.

Cascadia Revolving Fund has an arrangement with Sound Savings and Loan Association. The investor deposits money in a Sound account and directs it to the Cascadia Fund. The account services a collateral for loans approved by the fund's Board of Directors.

There is now over \$100,000 in the fund's account, and loans to local, socially responsible businesses and nonprofits are now being reviewed. The fund's loan criteria includes protecting the environment, supporting worker democracy, safety and opportunity, and use of ethical advertising. Technical expertise to promote the businesses success will be provided.

The fund has already granted two pilot loans. One gave short-term support to Seattle SANE, a peace organization with an established record. The other underwrites the publication of *Mommy and Daddy Are Fighting*, a book from Seal Press, a small women-owned firm. It is being used with children experiencing violence in their homes.

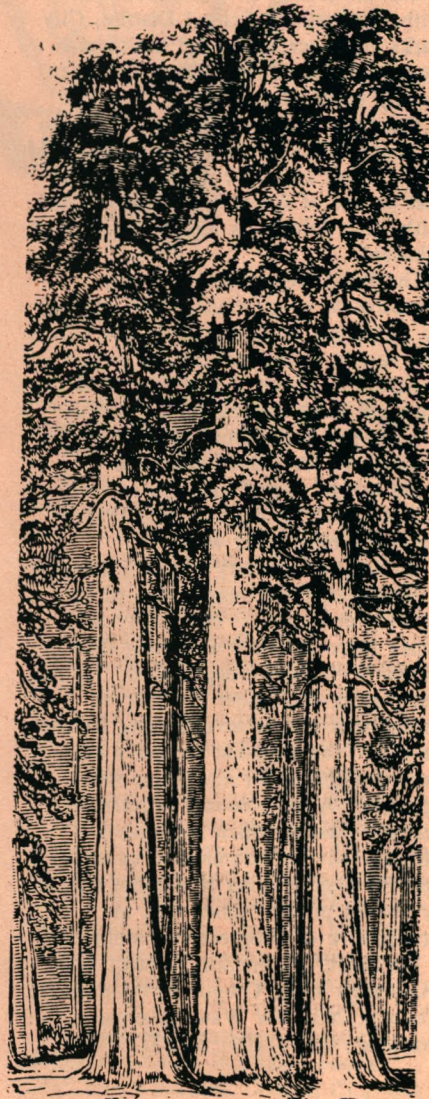
The fund is now also working with the Puget Sound Cooperative Federation to make loans to area cooperatives. Cascadia and the Cooperative Federation will share portions of administrative overhead and technical assistance while maintaining separate funds for cooperative and private businesses.

For more information, contact the Cascadia Revolving Fund, 605 First Avenue, Suite 505, Seattle, WA 98104; 206/292-0113.

## Oregon Natural Resource Council

You should know about the ONRC if you don't already. It is a coalition of 90 organizations, and is Oregon's primary natural resources conservation association since 1972. ONRC's major accomplishments are in the area of initialization of citizen involvement in public agency land and resource planning, and the establishment of protected wilderness areas.

Recent activities include: 1) an old growth forest action and education plan (only four percent of Oregon's old growth forest remains after half a century of clearcutting), 2) protection of Hell's Canyon, the deepest gorge on earth and habitat of very diverse animal and plant life, from timber cutting, 3)





stopping Elks Creek Dam, which would destroy fish runs, wildlife winter range, and internationally noted white water boating, and 4) developing Citizens' Alternative Forest Plans, as alternatives to the congressionally mandated ten-year plans for federal agencies who generally cater to the timber industry.

For more information, contact the Oregon Natural Resource Council at 1161 Lincoln Street, Eugene, OR 97401; 503/344-0675.

## Sanctuary in the Northwest

The Tucson trial of church workers for giving sanctuary to Salvadoran and Guatemalan refugees has brought the national sanctuary issue into focus. In the Northwest, two cities have made resolutions about sanctuary. Seattle is a "city of refuge"; Olympia is a "city of peace."

The Seattle resolution asks other cities to join in calling for Extended Voluntary Departure for refugees. It states that city employees are not responsible for apprehending illegal aliens. It does not consider refugees to have committed a crime for having entered the United States without a visa, since the 1980 Refugee Act grants asylum to anyone fleeing persecution. The resolution calls for Congress to investigate the enforcement of the act, though it does not make a judgement on which political sides in El Salvador and Guatemala are correct.

Olympia's resolution was made last summer, and also asks for Extended Voluntary Departure rights for refugees, as well as declaring the city a safe haven for the politically persecuted. It is in response to the "unprecedented attacks" on the sanctuary movement, such as the police infiltration of church sanctuary workers in Tucson.

United States policy does not recognize the refugees as potential death squad victims if returned to their respective countries.

For more information, contact Councilman Norm Rice, 600 Fourth Avenue, 11th Floor, Seattle, WA 98104; or City Clerk, City of Olympia, PO Box 1967, Olympia, WA 98507.

## Pesticides in Portland

A pesticide survey of city and county agencies by the Northwest Coalition for Alternatives to Pesticides (NCAP), begun in 1983, "show[s] that [Portland] city residents are subject to pesticide exposure repeatedly during the year, without notification, and without any comprehensive planning on the part of the city."

A follow-up project, coordinated by Jean Meddaugh of the Oregon Environmental Council, set up a steering committee including neighborhood and environmental groups. Their goals are to insure good recordkeeping, public notification of spraying and input in decision-making, and education about alternatives such as Integrated Pest Management.

Current actions have included work with the Portland School District, City Parks and Recreation, and Multnomah County Vector Control, and have been mostly successful.

The least positive response was from the School District which feels that IPM is too labor intensive and costly, and that its use of 2,4-D, a toxic associated with birth defects, is too low to present a hazard.

The Parks Department was very receptive to suggestions. It is setting up a citizens' advisory committee which will review recordkeeping and public notification of spraying (since IPM does use some pesticides), as well as oversee two parks which will be model and control for a three year IPM experiment. City Parks will seriously consider widely implementing IPM if the experiment goes well.

Multnomah County Vector Control is going beyond the suggestions of the steering committee. Its County Sanitarian Peter DeChant was using IPM before he was even approached. He has been using biological controls on mosquitoes and is investigating its use on rats. Ten roadside test plots have been designated for alternative weed controls. Also, a county ordinance recently passed which establishes a citizen's advisory committee to set up an IPM plan, making IPM more formally county policy, rather than the prerogative of progressive employees.

For more information, contact Jean Meddaugh at the Oregon Environmental Council, 2637 SW Water Avenue, Portland, OR 97201; 503/222-1963.

## Planning for 2010

Planning for public services is usually done by those who provide them. This can have disappointing results, due to turf battles, institutional inertia, and lack of user representation. In Portland—a metropolitan area that spans two states, four counties, and numerous smaller towns—service users are providing plans for service providers, helping them make changes needed by the next century.

The Regional Services Project of the Columbia-Willamette Futures Forum, has set up an innovative process to achieve this user-driven planning. It relies on volunteer committees of citizens interested in regional issues, but who have no ties to or hostility toward existing service providers. Since 1983, they have worked to build visions of the best combinations of human, financial, and technological resources likely to be available for the region's residents in 2010, in the areas of libraries, parks, and transportation. Further, they have described the steps needed to realize those visions. Their methods have included "blue sky" sessions, periodic public conferences, and nationwide searches for existing service systems that are achieving some of the goals defined in the vision statements of the committees.

Reactions from affected public agencies to the reports have been mixed. The library committee's report, advocating greater public access, inter-county borrowing, and a wider variety of materials in collections, has been well-received by the area's libraries, and some of its recommendations are already being implemented. On the other hand, the transportation committee's critical report on Portland's mass transit decisions, which rely on diesel buses and light rail into the foreseeable future, has not found favor at Tri-Met, the local transit agency. The transportation committee recommends severely limiting light rail development, and providing a mix of public and privately operated transit vehicles of different sizes.

The next topic for CWFF's Regional Services Project will be health care. For copies of the committee reports, or further information on the citizen planning process, contact: Columbia Willamette Futures Forum, 1135 SE Salmon, Portland, OR 97214; 503/231-1285.



## Pacific Cascadia Publications

*The New Catalyst*, bimonthly, in Canada \$12/year, in the U.S. \$18/year (Canadian) from:

The New Catalyst  
PO Box 99  
Lillooet, BC V0K 1V0

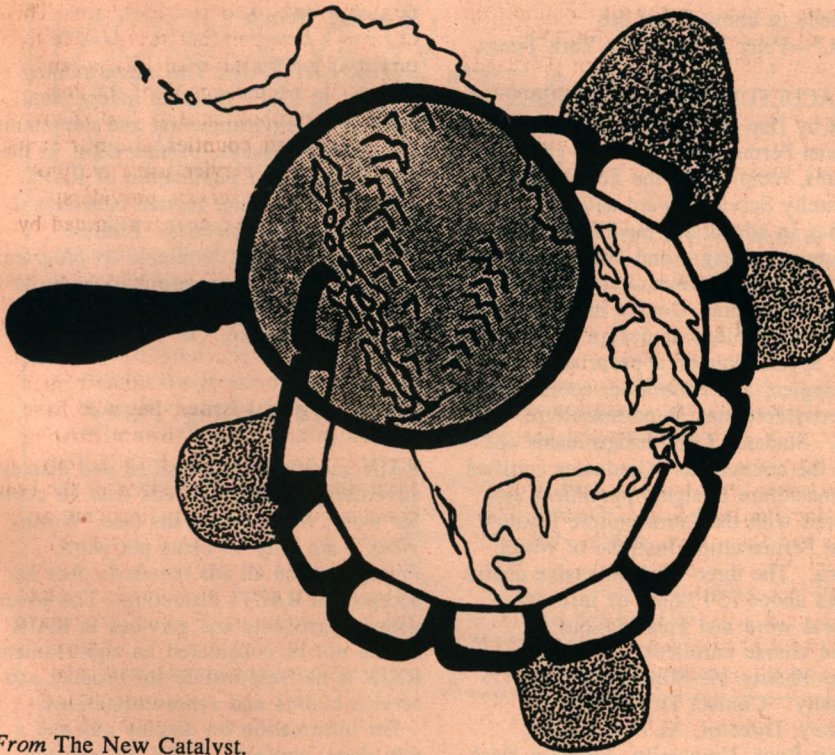
This new bimonthly tabloid from the land up north is impressive. The first two issues presented a wealth of well-written articles on bioregionalism, the Green movement, cooperatives, peace issues, environmental protection, indigenous peoples, and more. Coverage is mostly regional in nature, but much of it is more conceptual than newsy, and some articles have been international in scope, such as reports on the nuclear-free Pacific movement and the European Green movement.

Each issue takes on a particular theme. The first was devoted to "The State of the Movement;" the second offered a very worthwhile look at 'bioregionalism, demonstrating that bioregional sensibilities are alive and flourishing in British Columbia. The *New Catalyst* is a welcome addition to the alternative publications in this region. In fact, it might well be worth your while even if you don't live in the neighborhood. —FLS

*Pacific Cascadia Good News Network*, bimonthly, \$15/year from:

Good News Network  
208 Tacoma Avenue North #10  
Tacoma, WA 98405

Tired of bad news? The Pacific Cascadia Good News Network is a new newsletter designed to spread news of good work within the Pacific Cascadia bioregion. The first issue contained reports from throughout the entire region, including Portland, Vancouver, BC, and several cities in western Washington, but coverage in the second issue was more limited to Washington. Kind of like RAIN's Pacific Cascadia Bioregion Report, but with more of a new age flavor to it. —FLS



From The New Catalyst.

### Food Irradiation

The Coalition to Label Irradiated Foods in Oregon has initiated a statewide petition for legislation to require labeling for all irradiated foods. Consumers United for Food Safety (CUFS), in Seattle, has initiated a similar but non-binding petition. The FDA may imminently rule that irradiation is a process, not an additive, and thus does not require labeling under the Additive Amendment of the 1958 Food Act. Opponents counter that irradiation generates radiolytic products that were not in the food before, and so should be considered to introduce additives.

Fruits and vegetables have been approved by the Department of Health and Human Services to be irradiated and labeled with the word "PICOWAVED," along with a pleasant flower-like symbol. After two years, only the symbol would be used. The petitions reject this labeling as non-informative.

Food irradiation introduces radiolytic products, the health effects of which are unknown. Of 413 animal studies reviewed by the FDA, 344 were inconclusive, 32 showed adverse health ef-

fects, and 37 were interpreted as evidence of safety. However, a contradicting FDA memo stated that of the latter 37 studies, only 5 appeared to support safety. Instead of doing more tests, the FDA declared that levels below 100 Krads are safe, based on estimates of amounts of radiolytic products formed.

A significant percentage of nutrients are destroyed by irradiation.

The irradiation industry is enthusiastic about irradiated products' shelf life, and cites irradiation as a safe alternative to EDB for killing insects, fungi, bacteria, and viruses. Spokespeople claim that in 10 years, 1,000 irradiators will be operating. Concerns about worker and community exposure abound. The issue is brought home to the Northwest since only the PUREX (Plutonium-URanium-EXtraction) plant in Hanford, Washington can reprocess nuclear waste into Cesium capsules for irradiation facilities.

For more information, contact the Coalition to Label Irradiated Foods, 13665 South Mueller, Oregon City, OR 97045; 503/632-4091.



## ADVERTISING

**PURE WATER:** Triple stage solid carbon block system—the most effective system for chemical removal. Makes ultra-pure water for only 6¢ per gallon. Counter top and under counter models, \$289.95. Free info packet: Health Essentials, Box 339-A, Ashland, OR 97520.

**JOIN US.** Eleven year old supportive community seeks individuals who desire a self-reliant, democratic society that's economically stable and personally rewarding. If you're looking for a new direction, come see what equality and cooperation can accomplish. **FOR INFORMATION:** East Wind Community, Box RN 36, Tecumseh, Missouri, 65760; 417/679-4682.

**PORTABLE DOME SHELTERS AND GREENHOUSES:** Up in 20 minutes! Many models, proven performance. Prices from \$48. Free Catalogue. Shelter Systems, Box 67-R3, Aptos, CA 95001.

**MAGICAL VEGETARIAN WRITER/ACTIVIST** blending a love of nature, environmental activism, and earth spirituality interested in networking with others on the east coast to create a significantly stronger Earth First! presence. Craig Stehr, Box 814, Cambridge, MA 02139.

**MAINE COAST CABIN** view of the water, 10 minute walk to the beach, bring your Kayak or windsurfer. Greenhouse, organic gardens, and sauna. Mountain bike territory in blueberry heaven. Reasonable rent by the week or month. Barter a must. Peace and quiet. Write Rufus, Box 16, Harborside, 04642, ME.

**SINGLE PROFILE NEXUS** creates a nationwide network of cultured singles. PO Box 19983, Orlando, FL, 32814.

**IF YOU HAVEN'T** bought a copy of Alfred Glossbrenner's Complete Handbook of Personal Computer Communications, now is the time. The updated edition from St. Martin's Press has just been released for \$14.95. This 546-page "bible" is "...worth every cent."—John Dvorak, InfoWorld.

"...if any book can be described as 'the bible' of telecomputing, this is it...Glossbrenner has updated more information for this edition than some authors include in an entire book."—David Fryxell, LinkUP.

"...even better than its valuable predecessor...covers virtually everything

one needs to know about the subject."—Peter Lewis, New York Times.

**PERMACULTURE DESIGN COURSES:** Taught by Dan Hemnaway, director of American Permaculture Training (APT) programs, recipient of the Permaculture Community Service Award and of diplomas in education, media, site development, design, and community service from the Permaculture Institute, Stanley, Tasmania. Course includes sections on ecological design principles, design application of appropriate technologies, and economic, social, and legal considerations in permaculture design. Students form design teams and design the course site. Graduates certified as Permaculture Design Apprentices and registered with the Permaculture Institute and the Permaculture Institute of North America. The three-week intensive course includes about 150 hours of instruction plus field work and presentations by selected course enrollees.

June 30-July 19—Slippery Rock University. Contact Dr. Robert Macoskey, Director, ALTER Project, Slippery Rock University, Slippery Rock, PA 16057.

July 28-August 16—Paul Smiths College. Contact Shane Eversfield, PO Box 106, Paul Smiths, NY 12970.

November 3-22—Genesis Farm. Contact Sister Merriam, Genesis Farm, Box 622, Blairstown, NJ 07852.

Contact Elfin Permaculture if you want to sponsor a Design Course in your region. Elfin Permaculture, PO Box 202, Orange, MA 01364; 617/544-7810.

### Worthy Work

**INTERN AT RAIN:** The intern training program at RAIN includes independent research of environmental and community development issues, participation in the development and publication of RAIN magazine, and other related educational and training experiences. Limited training grants are available to program participants. For an application, write to: Internship Program, RAIN, 3116 North Williams, Portland, OR 97227.

### RAIN Advertising Policy

RAIN accepts both classified and display advertising. Classified ads cost 30 cents per word; work-related ads (see "Worthy Work") are only 15 cents per word. Prepayment on all ads required. Ads are accepted at RAIN's discretion. The advertising of products and services in RAIN should not be considered an endorsement. RAIN is not responsible for product and service claims and representations.

For information on display ads and a rate sheet, contact: RAIN Advertising Dept., 3116 North Williams, Portland, OR 97227; 503/249-7218.

"A great deal of bioregional wisdom is collected in one place and presented in a systematic manner as has never been done before. A much needed book for the budding bioregional movement."

—RAIN, Nov/Dec 1985



### Sierra Club Books.

2034 Fillmore Street  
S.F., CA 94115

## M E S

### GRADUATE PROGRAM IN ENVIRONMENTAL AND ENERGY STUDIES

An interdisciplinary program that unites study in the sciences and public policy.

Call (206) 866-6000

Dr. Oscar Soule, Director, ext. 6774  
Mary Tuominen, Asst. Director, ext. 6405



**The Evergreen State College**  
Olympia, Washington 98505



# ceres

## FAO REVIEW ON AGRICULTURE AND DEVELOPMENT

Published every two months in Arabic, English, French  
and Spanish by the Food and Agriculture  
Organization of the United Nations.

Annual subscription:  
US\$ 15.00

Six times a year CERES brings to its readers a unique package of information, analysis and opinion which provides a panoramic perspective of the activities affecting agriculture and rural life.

### Read CERES

- to identify new approaches to development;
- to evaluate the experience of others with new or different technology;
- to brief themselves on major issues under international negotiation;
- to understand the major forces shaping rural development.

To subscribe, please write to: UNIPUB, P.O. Box 433

Murray Hill Station  
New York, N.Y. 10016

or

FAO - CERES Circulation Office, C-116  
Via delle Terme di Caracalla  
00100 Rome, Italy

Free sample copies are available on request from: CERES Circulation Office (see address above)

# Raise Money

with the:

Now  
in its  
5th  
year!

**Grassroots  
Fundraising  
Journal**

*Written for small  
non-profit  
organizations  
involved in  
social change.*

**Subscribe Today!**

- **6 issues (one full year) for only \$20.**
- **Unconditional Money Back Guarantee**

Name \_\_\_\_\_ Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Send check or money order to:**  
**GFJ, Box 14754, San Francisco, CA 94114**

FAIRHAVEN COLLEGE

*"I took the road  
less traveled..."*

*"...and that has  
made all the difference."*

*If following the crowd doesn't  
interest you then take a step  
in our direction. We help  
independent minds see the  
forest and the trees.*

Fairhaven College  
Western Washington University  
Bellingham, Washington 98225  
(206) 676-3677



# Eulogy for Ken Kern

by Carlotta Collette

Ken Kern died on February 13, 1986. His wife and frequent co-author, Barbara, wrote that he died "in a building collapse during a wild storm, the likes of which we've not seen for many years in these parts. He had expressed his doubts about the structure's stability, but chose to test its limits as he often did his own."

When I heard about his death, I remembered clearly the first time I read one of the Kerns' books, *The Owner-Built Homestead*, perhaps 15 years ago. I suspect my experience with Ken and Barbara's books is similar to that of many other readers. I was inspired to stretch my understanding of what an individual can do in a lifetime. I could build a home and live a very rich life there. For a pre-liberation woman, this was a remarkable challenge.

Ken did that with his books and, though I never had the pleasure of meeting him, I'm assured he did it with his life, too. To get a more intimate perspective on his life, I called his friend

Otis Mullan (co-author with Ken of *The Earth-Sheltered Owner-Built Home*).

Otis generously shared some of his recollections and his own first thoughts on the death of his friend. "Ken died in as mighty and complex a way as he lived. A building of his own design, built by his own hands, fell in on him in the night as he was sleeping, crushing him with better than 16 tons of clay."

"The building that crushed Ken was a clay and bamboo dome. The superstructure was a minimal system of concrete arches, meeting at the locus of a poured-in-place concrete wood stove/solar oven. Heating, cooking, hot water, optional open fire, and structural core—strictly sun and wood—all served by the same unit. The design was as bold and daring as the man himself. And it worked ... almost."

"Ken Kern was an experimenter. He invented dozens of building techniques. He was courageous enough to try all of them on himself."

The building that crushed Ken while he slept was such an experiment. It was designed for a project in Mexico that Otis and he were gearing up for. They were going to try to help Mexican Indians construct simple, efficient, clay and wood structures. The design was geared toward desert climates. The technique might work in Mexico. But it couldn't endure the heaviest rains Northern California had seen in 100 years.

Otis noted that in Persia, 2500 years ago, adobe dome builders were put to death if the homes they built collapsed on their occupants. Ken Kern died by his own hands. Otis believed Ken would have preferred that to hurting any other single human being.

Ken was 59 when he died. He left his wife Barbara, his children, his friends, and all of us who never met him, but learned to dream great dreams and develop simple and useful skills because of him, to continue to build. ○ ○

## RAIN Contributors

Last November we gave our subscribers a chance to contribute to RAIN to help us expand our circulation. This was our second annual end-of-year solicitation, and although we didn't do quite as well as we did in 1984, what we got will certainly help us in doing some much-

needed promotion (now that we've settled down with a new subtitle, clearer focus, new format, and new publishing schedule).

Altogether, we received about \$1500 from 58 donors, who are listed below. To all who contributed, and all who support us by subscribing and telling your friends and local newsstands about us, RAIN showers you with gratitude. And, of course, for anyone who likes the direction we're headed and would like to help us move forward, your tax-deductible contribution is greatly appreciated and will be put to good use.

M.E. Arnold, Jr.  
Brent Bassford and Karen McQuillan  
Ben Bishoff  
Joseph F. Brown  
Henry Burton  
James and Marjorie Byrne  
Gilbert B Campbell  
Chinook Learning Community  
Janice Christensen  
Bob and Merrily Coe  
Lee Cooper  
Scott Corbett  
Ianto Evans  
Food Front Coop  
Glen Friedman  
Douglas Funkhouser

Stanley A. Furman  
Sharon Glassman  
Susan Gonzales and David Drom  
T. L. Goudvis  
Del Greenfield  
Mary B. Howarth  
Michael Jacobs  
M. Walter Johnson  
Phil Johnson  
Doug Kirkpatrick  
Stuart Krebs  
Charles Leiden  
Steve M. Lockwood  
Robert W. Long  
Nancy Lutey  
Kim MacColl  
Victor Martino  
David Milholland  
Leonard and Bonnie Nelson  
Marshall and Meg Palley  
Karen R. Pierce  
Roger Pritchard  
Ann Read  
Melvin and Rita Rudman  
Steve Smith  
Douglas C. Strain  
Norm Tjaden  
Bob Wallace  
Jim Winter-Troutwine

and 14 donors who preferred to remain anonymous.

Yes, I would like to help support RAIN in its work. I have marked below how I can help.

☐ Here is a check for \_\_\_\_\_ for your promotional budget.

☐ I am interested in your correspondents network. This means I can send you book reviews and reports from my community, and also help RAIN get more visibility here.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_



## Two Publications Newly Available from RAIN

### **EarthBank Guide to Sustainable Economics**

\$8.50 postpaid

This comprehensive guide compiled by the EarthBank Association provides access to resources for building a more sustainable economy. Areas covered include "land and natural resource stewardship," "the world of work," "appropriate technology," "community self-reliance," and "educational, media, and networking resources." Includes a forward by Hazel Henderson and an introductory essay by Catherine Burton, called "What Is Sustainable Economics?"

### **State of the World—1985**

\$5 postpaid

Although the 1986 version is now available from Worldwatch Institute, that does not in any way make the 1985 version out of date. For while each annual edition provides global status reports on the same basic issues—energy, environment, food, population, and economic trends—each edition reports on different aspects of these subjects looked at from different perspectives. This book provides much of the information you need for "thinking globally" while "acting locally." Especially at our reduced price, this is sure to be a worthwhile addition to your library.

#### **RAIN Subscriptions**

(All orders must be prepaid in U.S. dollars.)

2 year/regular rate	\$30.00	_____
1 year/regular rate	\$18.00	_____
1 year/living lightly rate	\$12.00	_____
(income under \$7,500)		
1 year/Contributing Subscriber	\$40.00	_____
(\$22.00 tax deductible)		
1 year/Sustaining Subscriber	\$60.00	_____
(\$42.00 tax deductible)		
Patron/Lifetime subscription	\$500.00	_____
(tax deductible)		
Foreign surface mail	add \$5.00	_____
(include Canada and Mexico; inquire for air rates)		

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

☐ Hide my name when you exchange lists!

Send a gift subscription to: (payment must be included)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

All orders must be prepaid in U.S. Dollars.  
For those requiring an invoice, billing fee is \$5.00.

SEND TO: RAIN, 3116 North Williams, Portland, OR 97227

#### **RAIN Back Issues (postpaid)**

Individual back issues	\$2.00	_____
Back issues by volume, per volume (III-XI)	\$9.00	_____
Complete back issue set, Volumes III-XI	\$60.00	_____
Complete guide to back issues, Volume I-XI	\$1.00	_____

#### **RAIN Publications (indicate quantity; all prices include 20% for postage and handling)**

Stepping Stones Poster	\$4.00	_____
Urban Ecotopia Poster	\$4.00	_____
Suburban Ecotopia Poster	\$4.00	_____
Peace Trek Poster	\$15.00	_____
RAIN T-shirt (100% cotton, heavyweight, burgundy on beige; S, M)	\$7.50	_____
Selected Appropriate Technology Projects in Oregon	\$2.00	_____
Knowing Home	\$6.00	_____
Stepping Stones	_____	Out of Print
Rainbook	_____	Out of Print
1985 Oregon Media Guide	\$12.00	_____
Maritime Northwest Map	\$4.00	_____
EarthBank Guide to Sustainable Economics	\$8.50	_____
State of the World—1985	\$5.00	_____
Complete Publications List	free	_____

40% discount on orders of 5 or more copies of Knowing Home

SUBSCRIPTION	_____
GIFT SUBSCRIPTION	_____
BACK ISSUES	_____
PUBLICATIONS	_____
DONATION (tax deductible)	_____
TOTAL ENCLOSED	_____

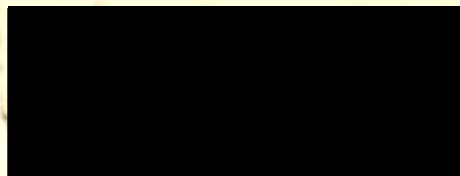




# RAIN

A Project of  
Center for Urban Education  
3116 North Williams  
Portland, OR 97227

Non-Profit Org.  
U.S. Postage  
PAID  
Portland, Oregon  
Permit No. 1405



\*